

An American flag is flying from a tall distillation tower against a dark, overcast sky. The tower's complex metal structure and pipes are visible in the background.

**IT'S NOT
DRINKING ON
THE JOB.**

IT'S RESEARCH.





You don't have to be in the Rockefeller family to enjoy our supremely distilled vodka. You just have to know an excellent vodka when you sip one. But in order to truly appreciate vodka, it helps to know what to look for. So, exit that e-mail program, hold all calls and tighten down those corporate hatches. It's time to sip some truly extraordinary vodka.



What does one look for in quality vodka anyway? The palate tells no lies. It may seem trite, but taste is the single most important barometer in measuring the caliber of vodka. When sipping vodka (notice we didn't say gulping), you should be left with a smooth and slightly sweet flavor.



Stick your tongue out and say "Ahh, now that's one fine vodka." There are thousands of taste buds on the tongue, and they'll know great vodka almost instantaneously. A first-class vodka leaves no "tinge." A tinge feels like you just placed your tongue on a 9-volt battery. Not good.



BAD VODKA BURNS.
GOOD VODKA DOESN'T.
It's that simple.

Top shelf vodka should not burn or sting. It should travel down the back of your throat on a velvety smooth magic carpet, not on a piece of scolding sandpaper. A stellar vodka should possess, as we say in the business, "smooth gills."

DEBUNKING "TIMES DISTILLED"

Technically, "times distilled" refers to a pot-still operation. "Column distillation" obviously refers to a column. Each time alcohol is "distilled," it goes through a heating and cooling process. Too many of these cycles may "bruise" the alcohol much like a beer may be "skunked" when heated and chilled. Column stills may be considered one continuous distillation. At Distilled Resources, we use a column still and distill it just once... we got it right the first time.

THE RESEARCH PHASE IS OVER.

So, how did you like it?

We are not vodka snobs, rather, vodka perfectionists. Our passion for vodka (and every spirit we produce) runs deeper than the 200-ft Snake River well we tap into to retrieve our fresh sparkling water. We hope you've enjoyed the research. Now, pop a breath mint in your mouth and spend the rest of the day reveling in your newfound knowledge of vodka.

DISTILLED RESOURCES Quick Facts

- ◆ Distilled Resources, inc. (DRINC) is an Idaho distillery and America's longest-running producer of potato vodka.
- ◆ Distilled Resources uses a four-column, 110-plate, single-distillation technology. ("How many times is your vodka distilled? Ours is distilled just once – we got it right the first time.")
- ◆ Distilled Resources' water is drawn from a 200-foot-deep well on the alluvial Snake River Plain of eastern Idaho.
- ◆ Distilled Resources can produce 750,000 gallons of 190-proof beverage alcohol every year. One gallon of 190-proof beverage alcohol makes one 9-liter case of 80-proof bottled vodka.
- ◆ There are 9.5 pounds of potatoes in every 750-milliliter bottle of 80-proof potato vodka.
- ◆ Distilled Resources can go from a potato through the fermentation, distillation, and bottling process and out the door in seven days.
- ◆ Nine tenths of what Distilled Resources produces is a by-product, but nothing is wasted. Everything except wash water can be recycled, re-used, or re-sold.
- ◆ Distilled Resources offers a full range of services from processing unique raw materials into high-end beverage alcohols to bottling.
- ◆ Distilled Resources produces unique products and marketing schemes for every client.
- ◆ No brand owns any part of Distilled Resources; Distilled Resources owns no part of any brand.
- ◆ Distilled Resources creates long term partnerships with our brand owners.

DISTILLED RESOURCES

THE HISTORY OF VODKA PIONEERS

Distilled Resources, Inc., or DRINC, is a farm-to-bottle distiller and bottler of the top award winning spirits brands sold today in the vodka, flavored vodka, gin, liqueur and distilled spirits specialty classes and the largest distiller west of the Mississippi. The company was born in 1988 with a fuel alcohol plant in Eastern Idaho built under the Carter Administrations Energy Act of 1978 supporting alternative fuels. The conversion, licensing, and reengineering to make the facility a beverage producer was an inventive time for DRINC causing a “eureka” moment in 1992 when the first alcohol was produced with an exception quality and flavor profile.

DRINC has expanded since then and rapidly evolved its business model to excel in a number of competitive advantages to include aspects of geography, geology, raw material and flavored product R&D, alternative energy uses, and non-compete ethics with our long-term brand development partners.

THE PIONEER SPIRIT

THRIVES IN IDAHO

The company’s location outside of Rigby in Eastern Idaho by the Teton Mountain Range provides access to the beating heart of Idaho potato® growing country as well as Idaho wheat and Idaho grown certified organic grains.

The geology of the area with its alluvial and volcanic soils make for ideal growing conditions as well as a ground water source under the distillery known as the Snake Rive Aquifer holding more water than any Great Lake.

DRINC has excelled in experimenting and using many of the raw materials grown around the company to produce the three base alcohols distilled today; Uber-tuber® russet potato, Grain-ola® wheat, and OrganiX® certified organic grain neutral spirits.

With the advent of being the first organically certified distiller in the United States in 2001, DRINC looked to further the roots that the company had originally been built on as an alternative fuel business in 1980. The company became a Visionary Member of Rocky Mountain Power’s Blue Skies wind-power generation program, the highest level of offered to any business.

The overall business model of DRINC is to be a true farm-to-bottle beverage spirits producer and focus only on that market and not the production of fuel alcohols or commercial alcohols, but rather the flavor profile capable of being developed with each unique raw material we handle. Farm-to-bottle means that everything happens from the farm within a 300 foot radius, taking a potato to a bottle in seven days. With this focus, DRINC does not engage in the brand ownership end of the spirits business and consequently does not compete with our brand development partners.



To be a true master of distilling you must first have a
MASTER DISTILLER.

Our Master Distiller doesn't just taste-test and operate stills, but also invents for DRINC new products and processes to help keep us ahead of the spirits curve and out in front of the industry as an innovative company. As we say at DRINC, "It's not drinking on the job, its research."

CAPACITY? YES.

DRINC can produce close to one million cases per year.



FARM TO BOTTLE
Singularity of source.



GO BEYOND traditional flavored spirits.

Explore DRINC's **R&D PROGRAMS.**

Over the past 20 years, DRINC's Master Distiller, has created some of the most unique spirit flavors in the industry. He continues to do so with flavors like Crème Brulee and Raspberry-Darjeeling tea. As flavored spirits continue to grow in market share in North America as one of the fastest growing alcohol trends, DRINC is leading the way and can develop custom-made formulas that appeal to large niche markets. If you have a designer flavor profile you're looking for or would like us create something original for your next business venture, look no further.



We don't win awards.
OUR CLIENTS
win awards.

Distilled Resources' spirits brands over the last quarter century have won and maintained all the top awards for spirits in the United States. Brands such as Blue Ice Potato Vodka, American Harvest Organic Wheat Spirit, Square One Organic Vodkas, and Lucky Dog Vodka among others continually rank as the highest rated American made Spirits. These include 94-95 ratings, five stars, and gold, double gold and triple gold awards from the Beverage Testing Institute, the San Francisco Spirits Competition, the Micro Spirits Awards, and renowned spirits reviewer Paul Paccult...
DRINC and our partners choose each other
because we both expect to win!



NOT your average grain-based spirit.

GRAIN-OLA[®] 100% WHEAT NEUTRAL SPIRITS.



Idaho wheat from southern and south eastern Idaho produces a flavor in DRINC's distillation system and under the craftsmanship of our Master Distiller that has a soft, smooth, and added silky texture. The wheat flavor is unique from potato yet with a different mouth feel and taste.

Grains...they're not just for breakfast anymore.

{ SPIRIT PROFILE: Soft, Smooth, Silky }



MOTHER NATURE.

The mother of amazing spirits.

ORGANIX[®] USDA CERTIFIED 100% ORGANIC WHEAT.

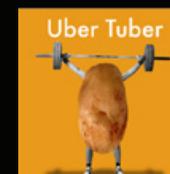
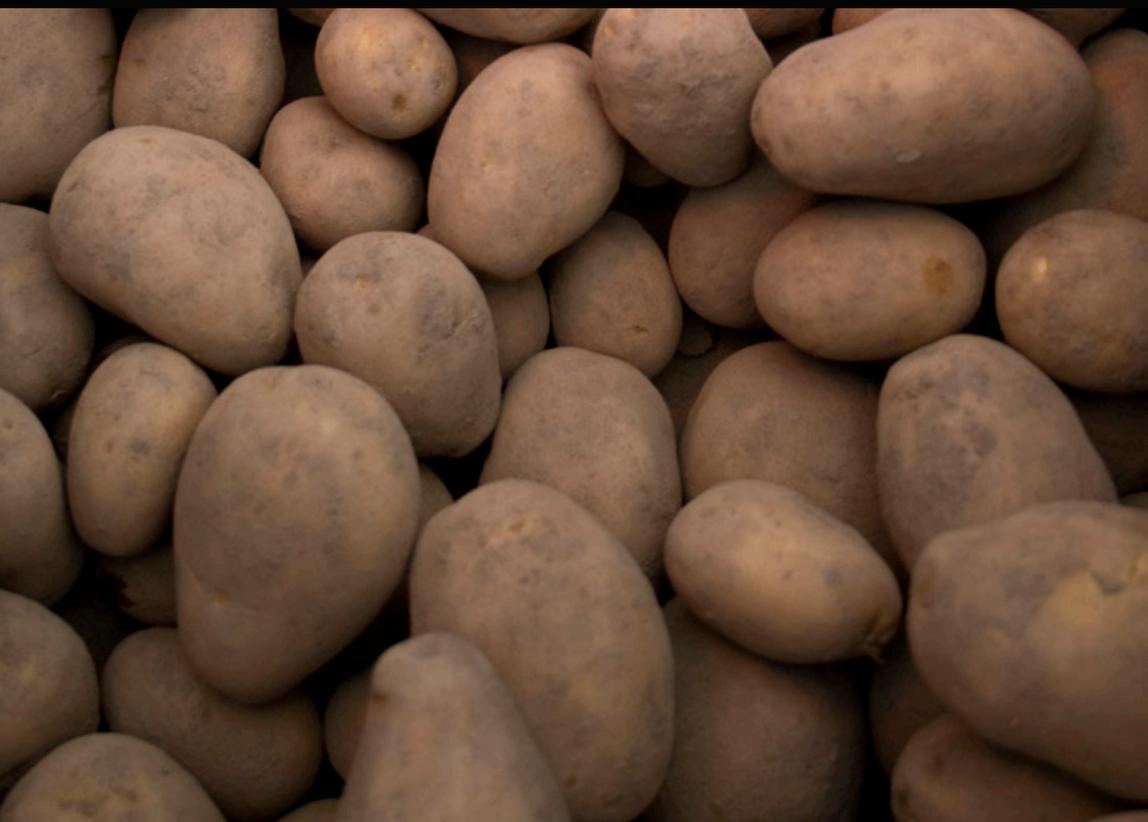


Mother Nature gave us organic raw material, DRINC gave us organic spirits. The long road to become certified organic for Distilled Resources in the first year of this century made us the first distiller in North America to be awarded certification. The USDA's certification symbol is a stamp of accreditation for certified organic products which you can find on all of DRINC's organic spirits.

{ SPIRIT PROFILE: Crisp, Clean, Smooth }



UBER-TUBER® IDAHO POTATOES®...WHERE ELSE?



It's the truly **UBER**
of the tubers.

Let's put the myth to bed; not all vodkas are made from potatoes, in fact less than 1% of vodka sold in the United States is produced from potatoes. While a far superior alcohol can be crafted from potatoes, grain has replaced it over the last century as a more readily available crop.

Did we mention it's
GLUTEN FREE?

Idaho Potatoes® are grown under ideal conditions and when distilled are 100% gluten free. They benefit from the rich, volcanic soil, the snow melt-water, the clean air, and the moderate climate of Eastern Idaho. This ideal climate creates superior potatoes from which we can produce high-grade ethyl alcohol. This ethyl alcohol is used to make the potato-based vodka that is rare and superior.

{ SPIRIT PROFILE: Smooth, Silky, Never Harsh }



We start with juniper berries.
The rest is up to your
IMAGINATION.

GIN A WIDE ARRAY OF BOTANICAL OPTIONS.



Gin is a natural class of spirits for Distilled Resources to distill and blend with the highest quality potato, wheat or certified organic grain neutral spirits and the tasteful essence of juniper berries which are native to the northwestern United States, including Idaho. The federal definition of gin is neutral spirits blended with water to no less than 80 proof with a predominate flavor of juniper berries. Today's creative gins from DRINC explore the botanical flavors of many more ingredients that we, in concert with our partner's ideas, work to create a dry gin style with every one unique in its young flavor profile and marketability. Gin, it's not just for grandma anymore...

{ SPIRIT PROFILE: Whatever you desire. }



CERTIFIED ORGANIC SINCE 2000.

DRINC ORGANIC

You can breathe easy about our products,
and it's not just because of our clean air.



DRINC is a certified organic alcohol distiller. In 2000 DRINC became certified to produce organic alcohol after going through a rigorous 18-month process through Oregon Tilth Certified Organic (OTCO) and began distilling Organic Neutral Spirits (190 proof alcohol) and Organic Vodka. What this means is that from farm to bottle this product is handled with the strictest guidelines put forth by the USDA. Do not confuse our brands with other brands that say they are "made from" an organic raw material. That just means that they bought the organic raw material and the process stopped there. DRINC is also EU, JAS and Kosher certified (if you don't speak "certification" give us a call and we'll explain it to you). Uses for Organic Neutral spirits range from vinegar production, vanillas, herbal tinctures, and soy sauces, as well as blended beverage spirits. Certified organic alcohol is made with certified agricultural organic raw materials, organic production aids, and a fully certified production process system.



RENEWABLE SPIRITS

We take the long view.

Starting on June 1, 2007, Distilled Resources, Inc. (DRINC) has partnered with Rocky Mountain Power Company and their "Blue Sky" renewable energy program to supply DRINC with no less than 25% of their monthly electrical

Consumption from wind generated power. This renewable energy resource is generated locally at the foothills of the eastern edge of the Snake River Plain and Utah. DRINC's support of this energy comes with higher costs, but the company does so in an effort to support renewable energy as well as continue to move its energy needs towards an environmentally friendly business operation as well as supporting the marketable attributes of the environmentally conscious certified organic as well as non-organic products that it distills and bottles.

As a "Visionary" Blue Sky partner DRINC is supporting the highest level of renewable energy available through Rocky Mountain Power.



**WE'LL EXPLAIN HOW
OUR CRYSTAL CLEAR
VODKA JUST TURNED
GREEN.**

DRINC
DISTILLED RESOURCES, INC.

DRINC ORGANIC
CERTIFIED ORGANIC SINCE 2000.

IT'S NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Turned Green"



THE WORLD IS FULL OF
ORGANIC PRODUCTS.
BUT THERE'S ONLY ONE
TRULY ORGANIC
VODKA DISTILLER.



CERTIFIED ORGANIC SINCE 2000.

IT'S NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Truly Organic"



SAVING THE ENVIRONMENT
ONE MARTINI
AT A TIME.



CERTIFIED ORGANIC SINCE 2000.

IT'S NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Saving the Environment"



A PURE VODKA REQUIRES PURE WATER.
WE GET IT FROM OUR BACKYARD.
NOT FROM FRANCE.



It's NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Not France"



WE
IMPORT CARS,
ELECTRONICS,
AND CLOTHES.
AT LEAST NOW
WE DON'T HAVE
TO IMPORT
OUR VODKA.



It's NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Import"

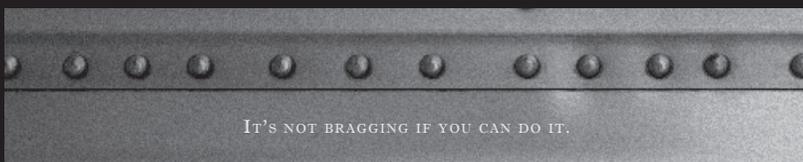
SOME CORPORATIONS CRUSH THEIR COMPETITION
WITH HOSTILE TAKEOVERS AND POISON PILLS.



WE USE THIS.



DRINC
DISTILLED RESOURCES, INC.



IT'S NOT BRAGGING IF YOU CAN DO IT.

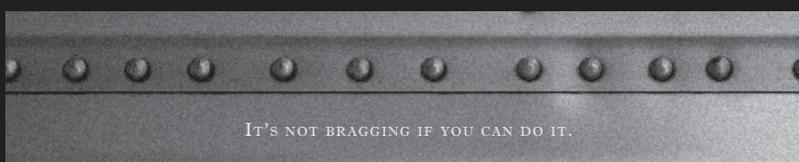
ADVERTISING CAMPAIGN

"Corporations"

OUR VERSION OF THE
EXTREME MAKEOVER.



DRINC
DISTILLED RESOURCES, INC.



IT'S NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

"Extreme Makeover"



VODKA MADE FROM THE
CRYSTAL CLEAR WATERS OF IDAHO.
NOT FROM A GUY NAMED RUSKEV IN SIBERIA.



IT'S NOT BRAGGING IF YOU CAN DO IT.

ADVERTISING CAMPAIGN

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