





# *Distilled* **RESOURCES, INC.**

Ever wonder where the largest beverage alcohol distiller west of the Mississippi might be located? One that can go from potato to bottle in six days and produces over 750,000 gallons of alcohol in a year? Look no further than eastern Idaho, where DRinc is DRiving the Idaho liquor industry, and spreading its products across the world.

**T**he industrial plant that fueled Idaho's modern craft liquor story initially had nothing to do with liquor. The facility just outside of Rigby in eastern Idaho was built in 1980 on a well-intentioned but failed proposal: to use the state's potatoes to create environmentally friendly fuel. Turns out, potatoes are an inefficient source of fuel alcohol. Knowing that potatoes can make great vodka, the founders of Distilled Resources Inc. (DRinc—say, “drink”) purchased the ethanol plant in 1988 and reengineered the equipment.

Lest you think that making vodka from potatoes is a no-brainer, realize that most vodkas marketed in the U.S. are made instead from grains, including Grey Goose, Stolichnaya, Absolut, Pinnacle, Ketel One, Belvedere and Smirnoff. Though new craft distilleries are using spuds for vodka, DRinc lays claim to being America's longest-running producer of potato vodka.

The founding families of Distilled Resources, the Ottleys and Kennedys, weren't inspired by a fondness for vodka but by the business opportunity.



“I have a love for Idaho and for manufacturing,” says Gray Ottley, “(but) no one in our business came from the liquor industry.” Starting with a clean slate, however, brought them into the game “with innovative, fresh minds.”

DRinc’s first vodka flowed from the stills in 1992, making it Idaho’s first legal distillery since Prohibition. (Well, perhaps the second—their federal Distilled Spirits Plant (DSP) number is “2,” indicating that someone else was DSP-ID-1, but that distillery story remains a mystery.)

The innovative, fresh minds at DRinc steered the company towards another paradigm shift. Knowing that building a consumer brand involves branding and marketing in addition to distilling, the leadership decided to go a different direction. As founder Gray Ottley describes their thinking, “Let’s focus on making alcohol—what we’ve learned and invested in—and work with others in starting a brand.”

The Distilled Resources business model focuses on building long-term relationships with external partners to develop new cutting-edge, high-end spirits brands. As a farm-to-bottle distiller, blender and bottler, DRinc manages the production end entirely. The DRinc team uses its acquired industry knowledge and experience to support new spirit brands, and it partners with IGNITE Beverage Branding to drive each product efficiently through regulatory hurdles and through packaging, labeling and marketing.

Thus, you won’t find the DRinc label on liquor store shelves, but you’ll find plenty of the liquid that was born in its stills, from Idaho and beyond, just with different labels. The oldest and best-selling brand partner is Blue Ice potato vodka. Another, 44° North, represents Idaho’s top-selling flavored potato vodkas, turning out huckleberry, nectarine and cherry.

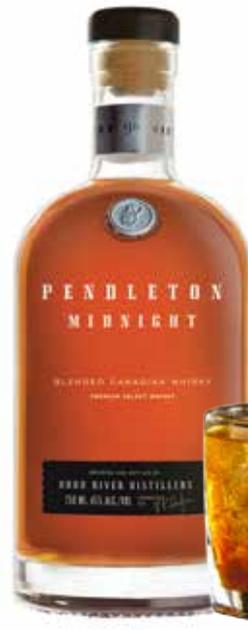
## One Smooth Ride



- ▷ 2 OZ SHE'S WILD VODKA
- ▷ 1 OZ COCONUT RUM
- ▷ 1 OZ AMARETTO
- ▷ 4 OZ CRANBERRY OR PINK GRAPEFRUIT JUICE
- ▷ 3 OZ PINEAPPLE JUICE

Combine all and shake with ice.

## Midnight Old Fashioned



- ▷ 2 OZ. PENDLETON® MIDNIGHT WHISKY
- ▷ 1 TSP. SIMPLE SYRUP
- ▷ 2 DASHES ANGOSTURA BITTERS
- ▷ 2 DASHES ORANGE BITTERS

Stir ingredients well with ice in a mixing glass, then strain over ice into a rocks glass and garnish with an orange peel.

mix. Blend  
**Enjoy**  
Responsibly

## Canadian Bulldog



- ▷ 2 OZ. WILLIE'S COFFEE CREAM LIQUEUR
- ▷ 1 OZ. WILLIE'S CANADIAN WHISKY
- ▷ COCA COLA

Serve over ice.

## Rancher's Manhattan



- ▷ 1½ OZ. WILLIE'S CANADIAN WHISKY
- ▷ ¾ OZ. SWEET VERMOUTH
- ▷ 1 DASH OF BITTERS
- ▷ 1 MARASCHINO CHERRY

Garnish with an orange peel twist.



*The scale of operations at DRinc has helped the company win awards from the likes of Beverage Testing Institute, the San Francisco Spirits Competition and the Micro Spirits Award.*

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“We can go from potato to bottle in six days and produce over 750,000 gallons of alcohol in a year ... We consumed and processed over nine million pounds of whole Idaho-grown russet potatoes in the last 12 months.”

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*Above: The “innovative and fresh minds” at DRinc are exemplified by John Scott, Master Distiller.*

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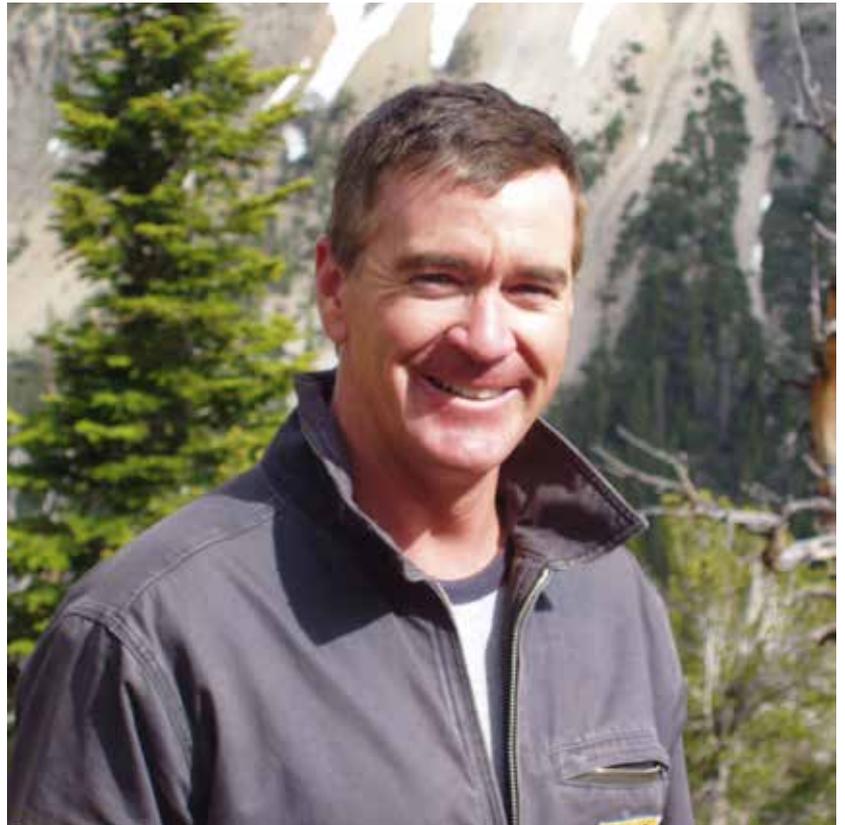
### **SOUPED-UP SPIRITS**

Gray Ottley calls DRinc’s four-column, 110-plate, single-distillation distillery a “Ferrari of the industry.” The company boasts a quality vodka that plays smooth and slightly sweet on the palate, without the tingling, stinging burn of lesser products. The neutral spirit uses pure water from beneath the alluvial Snake River plain as well as 9½ pounds of locally grown potatoes (Russet Burbank as well as Katahdin, Kennebec and Norkoda) in each 750 mL bottle of 80-proof vodka.

The distillery’s location also provides easy access to Idaho wheat and certified organic grains. In addition to potato vodka, the stills now crank out wheat, corn and rye spirits. Wheat vodka from She’s Wild, for example, uses wheat from Idaho while it captures the spirit of the American West.

The company became a pioneer in producing organic spirits in 1999 as the first distiller in America to be awarded certification.

“It took a year and a half to get certified,” Ottley recalls. “Today, it only takes about a month.” Organic neutral spirits from Distilled Spirits don’t merely contain organic ingredients; the entire production process adheres to organic guidelines, which



*DRinc Founder Gray Ottley: "I have a love for Idaho and for manufacturing," resulting in a unique organic-spirits producer.*

also enables EU, JAS and Kosher certifications.

A Distilled Resources organic brand, Square One, markets organic rye vodkas that complement the spicy, nutty hint of rye with botanicals and fruits. In addition to straight rye vodka, Square One offers creative flavors such as Bergamot with citrus, herbs, ginger, coriander and juniper. In fact, Oprah Winfrey picked Square One for her Oprah's Favorite Things list in 2015.

Other product accolades include five-star ratings and gold, double gold and triple gold awards from the Beverage Testing Institute, the San Francisco Spirits Competition and the Micro Spirits Awards.

### **PIT CREW PERFORMANCE**

As measured by its growth, DRinc's business model has worked, perhaps in part by enabling many diverse businesses to build brands that multiply exponentially. Since its inception, Distilled Resources has increased production, product lines and business partnerships. The company currently supplies 52 brands—some small, some big, some having expanded into Canada, Europe and South America. It continues to offer a full range of services, including

processing the raw materials into high-end spirits to bottling; producing unique custom products and marketing plans for each client; and promising to maintain objectivity towards all of its partners: "No brand owns any part of Distilled Resources; Distilled Resources owns no part of any brand."

"We're the largest beverage alcohol distiller west of the Mississippi and the oldest distiller in Idaho," says Ottley. "We can go from potato to bottle in six days and produce over 750,000 gallons of alcohol in a year ... We consumed and processed over nine million pounds of whole Idaho-grown russet potatoes in the last 12 months."

Distilled Spirits embraces environmentally friendly practices, too, inspired in part by its roots in ethanol fuel. The company is a Visionary Member of Rocky Mountain Power's Blue Skies wind-power generation program. The "farm to bottle" concept of using local ingredients lessens transportation impact. And the production facility recycles, re-uses or sells the byproducts that don't become liquor.

First out of the gate and still at the front of the field, DRinc continues to gain speed, drafting Idaho crops and multiple brands as it goes. 🇺🇸