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*A Second 'First' For Square One® Organic Spirits:
Introducing Square One® Cucumber*

NOVATO, CA (May 19, 2008) – Square One® Organic Spirits, the first U.S.-based company in the industry to be founded with the *sole* mission of developing and bringing certified organic spirits to the market, announces its first line extension since the brand's inception over two years ago. **SQUARE ONE® CUCUMBER** utilizes a unique and proprietary process to combine the rich and smooth taste of original Square One Organic Vodka with the clean, crisp flavor of fresh organic cucumber. This combination has long been a goal of Square One Founder and CEO, Allison Evanow.

“I felt this was the sort of product that the industry needed – and I’m thrilled that we’ve found a way not only to make it extremely well, but to do so while maintaining our organic certification,” said Evanow.

Why Cucumber...and how?

The flavor of cucumber has been hailed as a top mixology trend and the vegetable has been seen as an ingredient on some of the most renowned bar menus in the country over the last few years. And if the flavor of cucumber is good enough to be a standout flavor, it stands to reason that it would be equally desirable as a subtle note alongside already extremely high-quality vodka. But therein, an issue arose for Evanow.

“Flavored and infused vodkas currently on the market are known for delivering strong flavor that tends to overpower cocktails,” said Evanow. In no way is Square One Cucumber intended to replace cucumbers as ingredients in cocktails. Our new product is about offering the highly desirable, subtle essence of cucumber in a premium spirit.”

The majority of flavored vodkas in the marketplace are derived from artificial flavors and conventional methods of creating a naturally-flavored vodka proved difficult for garnering Evanow's desired result. From the culinary side, the cucumber flavor was either too strong or not powerful enough. And from a logistical standpoint, maintaining the organic certification of the product while also producing vodka that would taste the same in two months as it did when first opened became a hurdle. Not being one to give up on a challenge, and more eager than ever to realize the taste she had been dreaming about, Evanow turned to tried and true, but somewhat innovative methods.

Much like the scents of flowers, plants and other natural elements are extracted and concentrated to create subtle notes in a fine perfume, Evanow and her partners found a method to capture the essence of all natural, organic cucumbers without sacrificing the organic nature of the end product. Thus, Square One Cucumber is not a direct infusion or maceration. Rather, it is a blend of original Square One Organic Vodka and all-natural cucumber flavor which is yielded through a dual process for both flavor and aroma extraction. This proprietary method results in a uniquely flavored vodka – one that smells as much of cucumber as it tastes.

Beyond the Highball – Culinary Inspired Cocktails

An entirely fresh experience when sipped neat or on the rocks, Square One Cucumber also brings a contemporary and subtle layer of flavor to simple highballs such as a Cucumber Vodka Tonic or Tom Collins. Much like a spa would use cucumbers for a cool, crisp and refreshing addition to water, Square One Cucumber offers the same enhancement to vodka. The innate nature of the spirit remains, but a subtle undertone arises which makes all the difference on the palate. However, the most exciting use of Square One Cucumber might be in the hands of a mixologist.

The notion of using subtly flavored ingredients to build layers of flavor in a dish is by no means worthy of a press release. But the same concept in mixology is a bit more interesting. On bar shelves filled with flavored spirits that pack big flavor the minute they hit the palate and take over any cocktail in which they are mixed, Square One Cucumber stands out – but not because of bold flavor. Rather, its uniquely subtle

cucumber essence, which is more direct when presented with minimal accoutrement, provides a distinctive backbone for more complex cocktails – one that plain vodka, no matter how premium, could not deliver.

“Much as a chef would sauté garlic and onion in olive oil before adding primary ingredients to ensure complex flavor, our cucumber vodka creates a unique base for more developed cocktail recipes,” said Evanow. “The *China Doll*, a blend of Square One Cucumber, ginger liqueur, lemon juice, agave nectar and soy sauce is not at all a ‘cucumber-flavored cocktail,’ but if made with plain vodka, the end result would not deliver.”

In addition to the *China Doll*, which was created by Evanow herself, Square One has partnered with well-known mixologist, H. Joseph Ehrmann, who has led a team of master mixologists from across the country to create a repertoire of culinary inspired cocktails, perfect for utilizing the unique flavor base of Square One Cucumber. These include more flavor-forward options like the *White Vespa* (Square One Cucumber, dry vermouth and grappa) and more complex uses like in the *Maravilla* (Square One Cucumber, manzanilla sherry, agave nectar, honey dew melon and kumquat juice).

With Square One Cucumber, Evanow continues Square One’s strong tradition of bringing products to the market that strike a perfect balance between being green, and serving the needs of those who demand the finest in spirits. Square One Cucumber Flavored Organic Vodka will be available nationwide beginning in summer 2008. For more information, please visit www.squareonevodka.com.

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