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Square One Organic Spirits, LLC

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*Sweet and Savory by Nature™*

**Square One® Organic Spirits unearths another exceptional spirit: Square One Basil.**

Novato, CA (May 5, 2011) - Square One® Organic Spirits, the small organic spirits company that has gained the attention of top mixologists across the globe and the first American company founded with the sole mission of creating new organic spirits for culinary-style cocktails, launches its fourth organic spirit: [Square One® Basil](#). Inspired by the sophisticated taste complexity of herbs rather than sweet taste profiles of most flavored vodkas, [Square One](#) once again demonstrates its pioneering spirit and commitment to high quality spirits that heighten cocktail creativity and distinction. To capture the luscious sweet and savory qualities of garden-fresh basil, Square One Basil flavored organic vodka is infused with the organic essence of four basil varieties -- Genovese, Thai, Lemon and Sweet. Then a touch of organic coriander, honeysuckle and lemongrass are added to balance the spirit's robust herbal nature with Square One's signature soft finish. This elegant, multi-faceted vodka further establishes Square One's expertise in organic spirits inspired by the garden and joins a highly respected collection – Square One Organic Vodka, Square One Cucumber and Square One Botanical -- that place the company among the fastest growing American boutique spirits companies.

*“When creating a new spirit, we think about the taste complexities that the spirit can bring to the cocktail. We want it to enhance and elevate the cocktail experience.”*, explains Allison Evanow, Square One Organic Spirits Founder and CEO, *“The sweet and savory magic that fresh basil brings to cuisine applies equally as well to [cocktails](#). Our master distiller and I found that by layering select basil varieties we got the best*

*expression of basil.”* On tasting Square One Basil, the garden-fresh basil aroma mirrors the sweet earthiness of basil on the palate. The spirit is clean and bright with a soft hint of light black pepper, anise and citrus. No sugars are added to achieve the exceptional taste experience of Square One Basil. The wedding of four distinct basil varieties with Square One’s original organic rye vodka creates a beautiful mosaic on fresh basil.

Gone are the days of one-note taste experiences in cocktails. Mixologists and cocktail enthusiasts are looking for cocktails that tempt the palate with taste subtlety and complexity in contrast to the sugary sweet cocktails of the past. Square One Basil is poured either as the base spirit with other fresh ingredients in the cocktail or as a complementing spirit with other spirits. *“Just as a master chef layers flavors with food, Mixologists today are building layers of flavors in cocktails.”* explains H. Joseph Ehrmann, Square One Mixologist/Brand Ambassador and 2010 Nightclub and Bar Bartender of the year, *“Tap into Square One Basil’s Genovese and Sweet basil varieties for cocktails with a Mediterranean flair, like a [Caprese Martini](#). For Asian cuisine-style cocktails, showcase its Thai basil with lemongrass syrup, ginger liqueur or fresh Yuzu. Or find savory balance in summer cocktails that feature sweet ripe pineapple, strawberry or melon.”* And H. adds in one more, easy idea for everyone – *“In the classic Bloody Mary, replace vodka with Square One Basil and never look back.”*

Visit [SquareOneOrganicSpirits.com](http://SquareOneOrganicSpirits.com) for [more cocktail recipe ideas](#). Square One Basil is available across the U.S. and is simultaneously launching in Europe with Australia, New Zealand and Canada soon to follow. In the U.S., Square One Basil is available in standard 750ml size bottles (SRP \$35) and 50ml-mini sized bottles (SRP \$4.99) packaged in the same stylish Square One square bottle.

### **About Square One Organic Spirits**

Square One® Organic Spirits, a pioneer in organic spirits, is a female-owned boutique spirits company with the sole mission of creating innovative organic spirits with an eco-

conscious mindset. Made from 100% organic American-grown rye and pristine water from the Teton Mountains, the exclusively organic spirit portfolio is of the highest quality. Square One's business philosophy includes seeking out eco-friendly choices in all parts of the business. Just a few green examples include using soy inks, tree-free face labels, wind-power at the distillery and designing a bottle that is stylish enough to be reused.

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