



It's not Easy Being **Green**

Despite inherent production obstacles, organic spirits are taking flight in the U.S.

For Allison Evanow, the founder and CEO of Square One Organic Spirits, LLC of Novato, CA, the dearth of organic offerings in the spirits realm was

detracting from her at-home entertaining and health-conscious lifestyle: "I realized one day that all the effort I was putting into my cocktails and dinner parties by using local, organic foods was lost in the cocktails. [I was] using mass-produced brands that were focused more on how many times they [were] distilled or filtered than on the quality of the raw ingredients. That, coupled with my growing green sensibility, made me decide to launch an all-organic spirits company focused on the purity of the raw materials."

ORGANIC SPIRITS TO LOOK FOR IN THE MARKETPLACE

Square One Organic Rye Vodka, 40% abv, \$35

Square One Organic Rye Cucumber Flavored Vodka,

Square One Organic Rye Botanical Spirit, 40% abv, \$40

mato

Flavored Vodka
Distilled from
Certified Organic

