



Contact: Kimberly Charles, 415.701.9463
kcharles@charlescomm.com
Charles Communications Associates
www.charlescomm.com

Square One® Fact Sheet

COMPANY DETAILS

- Square One Organic Spirits, LLC
- Allison Evanow, founder and CEO
- Majority ownership in female hands
- Square One® vodka (initial product) launches Q2 2006
- Suggested retail price \$30-35

PRODUCTION DETAILS

- Made from 100% organic North Dakota rye and water from the Snake River watershed of the Teton Range in Wyoming
- Fermentation is certified organic (unlike the conventional process that allows GMO yeasts, chemical additives and synthetic de-foaming agents)
- Four-column continuous distillation
- Traditional carbon filtration
- All production takes place in the same artisanal facility near its water source
- Total production time per batch is approximately 70 hours
- Proprietary organic fermentation and follow-on distillation processes developed especially for Square One® by a master distiller
- Organic certifications from Oregon Tilth

- Face label created from a paper free blend of bamboo pulp, bagasse (sugar cane), and cotton.

VODKA IN THE U.S.

- Largest spirits category, with approximately 27% of the market¹
- Particularly strong among people age 21-30
- More than \$3.5 billion in annual revenue on approximately 45.9 million cases¹
- Sales growing faster than case volume, as consumers trade up to premium brands

¹ Source: Distilled Spirits Council of the United States, July 2006.