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THE CONSCIOUS

Your in-the-know dipsomaniac friends may have started stocking their bars with organic vodka, gin, and rum, but their guests probably notice the distinction only if they've seen the label. The distillation of clear spirits strips the liquid to its essence—almost flavorless alcohol. Even with whiskeys and rums, "most people can't identify organic just by drinking it," says Ariel Lacayo, a partner at Manhattan's organic, veggie Counter restaurant, where thirsty patrons may choose from more than 50 organic liquors. Lacayo rates rye-based Square



MARTINI

One, created by a Northern California mom, as one of the best vodkas in the U.S. "It's not heavy, and you can taste the grain," he says. Plus, your purchase supports alternative farms and the company's energy-saving distillation process. (Rhum Clément has even closed the loop by using sugarcane husks to fuel its distillery.) "But to me," Lacayo says, "the biggest difference organic makes is in the aftereffect. Their ingredients are grown without pesticides, and you're less likely to wake up with a hangover." Hmm. We'll leave that for you to test.—MEGAN DEEM