



ORGANIC SPIRITS

BY MODERN SPIRITS®

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FOR IMMEDIATE RELEASE

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STUDIES CONFIRM, TRU ORGANIC SPIRITS THE WORLD'S MOST RADICALLY CARBON NEGATIVE CONSUMER PRODUCT

LOS ANGELES, March 31, 2009— Exactly one year after its inception, TRU Organic Spirits released the results of two independent studies which confirm that the brand's portfolio of handcrafted vodkas and gin is the most dramatically carbon negative consumer product on the market.

"We've taken decisive steps to support clean farmland and groundwater through the use of certified organic ingredients, and reduced waste and pollution through lightweight, recyclable, dual-use packaging," says Melkon Khosrovian, co-founder and spiritsmaker of Modern Spirits, which produces and owns TRU.

TRU hopes to raise awareness of the environment in an industry that seems more in touch with the past decades' excesses than today's eco-minded sensibilities. "Simple choices matter. It is our goal to inspire the consumer to reduce their carbon profiles through smarter consumption and positive action," says Khosrovian.

The Findings

Table with 3 columns: CO2eq generated per TRU bottle, CO2 absorbed per tree, and The net results. Rows include Production per Btl, Manufacturing per Btl, and Distribution per Btl.

Materials	0.05 kg		
Storage per Btl			
Storage	0.09 kg		
TOTAL per Btl	1.04 kg	Total	790 kg TRU is 760 times carbon negative

What’s the shared impact of TRU’s carbon negative footprint? A single TRU organic cocktail will more than negate an American’s average carbon footprint for a day. (Two ounces of TRU vodka or gin help remove 62 kg of CO₂, while an American on average produces 55 kg of CO₂ per day, leaving a balance of negative 7 kg.). “This isn’t a license to drink your way to a better planet,” notes Khosrovian. “But when you enjoy drinks responsibly, you can choose to make it count.”

Background

Prior to launching TRU, the company conducted an internal study on all aspects of the product, packaging and transportation to ensure the smallest possible footprint for the portfolio. It settled on the following to minimize raw material use, transportation pollution and waste:

- Stylish, functional bottles that weigh 25% less than heavy-bottom styles (620 g vs typical 800-1,000 g),
- Renewable and recyclable packaging (corn-stock labels with soy inks, PET vs PVC capsules, recyclable synthetic corks and 35% post consumer waste recycled cardboard for cases) and
- Primarily local or regional ingredients (San Diego lemons, American wheat).

In May 2008, three months after launching TRU, the company initiated a third-party analysis of its products’ impacts on the environment to guide future reductions in the portfolio’s carbon footprint. The first fruit of this effort was a redesigned shipping box that combined three previously separate items: protective shipping case, shelf display built into the unit’s bottom, as well as a shelf talker built into the unit’s flap.

About TRU Organic Spirits

TRU is a sustainable line of vodkas and gin made in Los Angeles by Modern Spirits. With an innovative and activist approach to their craft, they make spirits without compromise. Ingredients are organic, packaging is sustainable and for every bottle sold, the company plants a tree. Founded in 2004 by husband-and-wife team Melkon Khosrovian and Litty Mathew, the heart of Modern Spirits’ philosophy is based on their passion for flavors, Slow Food ideals and deeply engrained eco-sensibilities. More at www.TRUVodka.com.

About Sustainable Harvest International

Sustainable Harvest International (SHI) is a non-profit organization based in Maine that provides farming families in Central America with the training and tools to overcome poverty while restoring our planet’s tropical forests. Since its initiation 11 years ago by returned Peace Corps Volunteer, Florence Reed, SHI has assisted more than 1,850 families in over 120 rural communities throughout Belize, Honduras, Nicaragua and Panama. SHI’s 40 local field trainers have helped families to plant more than 2.5 million trees and convert thousands of acres of land to sustainable uses, thereby saving tens of thousands of acres from slash-and-burn destruction. More at www.sustainableharvest.org.


About Environmental Services, Inc.

Founded in 1986, Environmental Services, Inc. (ESI) is a full service environmental consulting firm with more than 150 employees in 15 offices throughout the region. ESI specializes in ecological services, environmental

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site assessment and remediation, sustainable consulting, archeological and cultural resource studies, forestry and land management, stream restoration, and GIS. More at www.esinc.cc.

About Four Elements Consulting, LLC

Based in Seattle, Wash., Four Elements Consulting, LLC is a boutique consulting firm that specializes in Life Cycle Assessment (LCA) and Greenhouse Gas (GHG) services. Four Elements helps global corporations, federal and local governments, and non-governmental organizations to find valuable environmental and cost management solutions for their products and operations. More at www.fourelementslc.com.

TRU Carbon Footprint Assessment

Q & As

What is a carbon footprint?

A carbon footprint is “the total set of GHG (greenhouse gas) emissions caused directly and indirectly by an individual, organization, event or product.” ([UK-based Carbon Trust](#))

How are carbon footprints measured?

Carbon footprints are measured in terms of carbon dioxide equivalents (CO₂eq), which provide “a universal standard of measurement against which the impacts of releasing (or avoiding the release of) different greenhouse gases can be evaluated.” ([International Emissions Trading Association](#)) The Kyoto Protocol measure allows all greenhouse gases to be converted to this common unit based on its global warming potential over a 100 year timeframe.

How can a product have a carbon negative footprint?

A product has a carbon negative footprint when the offsets of CO₂ eq are greater than the total emissions created by the product. Carbon negative is a balance of two factors: inherent carbon footprint and offsets.

Virtually all consumer products create an inherent carbon footprint through materials, manufacturing, shipping and storage, among the many stages of a product’s lifecycle. This number is positive in virtually all cases because even the smallest product requires energy output and that generates greenhouse gases. To achieve a negative carbon footprint, a product’s manufacturer must offset this inherent carbon footprint with an initiative that removes more CO₂eq than it generates. If this offset is more than 100% of the inherent carbon footprint, then the product becomes carbon negative.

How exactly is TRU carbon negative?

TRU’s inherent carbon footprint—the sum of greenhouse gases associated with ingredients, packaging, manufacturing, storage and shipping to end consumers—is 1.04 kg of CO₂eq. Had TRU implemented liquor industry norms such as heavy bottles, frosted with harsh chemicals, an acid-etched background image and/or a petroleum-based label, topped it with a PVC capsule, the product’s inherent carbon footprint may have reached 5 kg of CO₂eq.

In order to offset their inherent carbon footprint, TRU plants a tree for every bottle sold. Each tree absorbs 790 kg of carbon dioxide over an average 50 year lifespan. These trees absorb so much carbon because they’re planted as seedlings (vs. seeds) and because they’re planted in Central America, which has plenty of rain and sunshine.

The combination of organic ingredients, lightweight, eco-friendly packaging and effective tree planting make TRU 760 times carbon negative (790 kg / 1.04 kg = 760).

Trees aside, how does TRU’s carbon calculation compare to other organic vodkas or spirits?

TRU’s inherent carbon footprint is 1.04 kg of CO₂eq before being offset by negative 790 kg of CO₂ absorbed by each tree planted per bottle. The nearest alcohol product with a published carbon footprint result is wine, with

an inherent footprint of 2.12 - 4.5 kg of CO₂eq. No other vodka, organic or conventional, has yet published carbon footprint assessment numbers.

Why plant trees vs. other types of offsets?

TRU plants trees to offset their carbon output because trees are tangible. The company finds it challenging to substantiate most carbon offset programs. However - trees give us shade, fruit and materials that we use daily. They restore balance to the environment with a number of additional benefits (producing oxygen, filtering water, providing shade, giving home to many animals and so on).

Where does TRU plant trees and how?

TRU plants trees throughout Central America in partnership with Sustainable Harvest International (“SHI”), a Maine-based non-profit whose mission is to help farming families overcome poverty while restoring our planet's tropical forests. Trees are planted in more than 120 rural communities throughout Belize, Honduras, Nicaragua and Panama.

How do we know that TRU is REALLY planting a tree for every bottle sold?

One, TRU works with a highly credible organization, SHI, which has been helping restore tropical forests for more than a decade by providing alternatives to slash-and-burn agriculture. Charity Navigator, which analyzes and rates charity organizations, awarded Sustainable Harvest Int’l a [four-star rating](#) last year for the third straight year, placing it among the top 10 percent all of charities ranked. This exceptional “designation from Charity Navigator differentiates SHI from its peers and demonstrates to the public it is worthy of their trust,” said Trent Stamp, President of Charity Navigator. In addition to third-party rankings, SHI takes donors to the planting sites several times a year to inspect the work and to plant some trees themselves.

Two, we receive and publish on our site a certificate from SHI showing how many trees we’ve planted each quarter.

What kinds of tree are planted?

The majority of trees consist of mahogany, oak, acacia and cedar, along with some fruit trees.

Why is creating a sustainable product important to TRU?

We think that the public is the most critical link in addressing climate change. Individuals make up two-thirds of economic activity in the U.S. If even a portion of that force could be channeled towards a green economy, we could make the world a much more livable place for us and future generations.

Is planting trees and being sustainable a marketing gimmick used to boost sales? Do the people behind TRU really care about the planet?

Melkon Khosrovian and Litty Mathew, the husband and wife team behind TRU, both come from outside the U.S. In their native countries, living “green” is not a marketing gimmick – it is a necessity and a way of life. TRU is merely an extension of those habits and values.


Are there other carbon negative products on the market?

To our knowledge, there is only one other carbon negative product on the market with full assessments of its inherent carbon footprint and offsets. That product is [Fiji Water](#), and it has a 1.2x carbon negative footprint.

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How does TRU help plant trees?

We plant one tree for each bottle of TRU sold. We tabulate our sales throughout our distribution network quarterly and report the figure to SHI, with a check that covers the costs of planting the equivalent number of trees. Once our pledge is recorded and monies transferred, SHI sends us an updated certificate acknowledging how many trees TRU has helped plant, which we post on our website. SHI then uses these funds to buy seeds, grow them to seedlings in a nursery and coordinates seasonal plantings in coordination with farmers in more than 120 rural communities throughout Belize, Honduras, Nicaragua and Panama to plant and care for the trees.

So, is TRU suggesting that I “drink more” to save the planet?

No, drinking to excess is not a good idea. In fact, excess is why our eco system is in such dire straits. Rather, TRU exists as a smart choice so you can enjoy a cocktail responsibly and have it count.

TRU is an alcoholic beverage. If I choose to live a “green lifestyle,” drinking alcohol seems to be the last choice I would want to make. Why should I care about this product?


First, having an occasional cocktail is entirely compatible with healthy, green living (except in obvious circumstances like when you’re pregnant or operating machinery). In fact, the Journal of American Medical Association found that moderate alcohol consumption helped reduce the risk of heart failure among older adults in a [2001 study](#). Numerous [other studies](#) have reached the same conclusion—that “moderate drinkers tend to have better health and live longer than those who are either abstainers or heavy drinkers.”

Second, Americans consumed 180 millions of cases (2.1 billion bottles) of distilled spirits last year. (That’s roughly 10 bottles per year for every drinking age American.) While we don’t condone overdrinking, we strive to make each occasion where someone enjoys TRU a positive one for the environment.

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BUDDY, ARE YOUR BITTERS BETTER...

TRU ORGANIC SPIRITS LAUNCHES "BARMAD BITTERS CHALLENGE" AT TALES OF THE COCKTAIL 2009

Winning Bitters to be Sold Nationally, Winner to Bask in the Glory of Shared Profits!

February 17, 2009—**Tales of the Cocktail** and **TRU Organic Spirits** today announced the *first ever Barmad Bitters Challenge*, a forum to showcase the world's best aromatic bitters at this year's Tales of the Cocktail in New Orleans July 8-12. **The Bitters Challenge** offers a ONCE-IN-A-LIFETIME opportunity for bartenders to have their bitters recipes produced, packaged and sold nationally by **TRU Organic Spirits**. The winning bartenders will not only have his or her name on the final product, garnering the visibility of a national audience, but will also share in profits from the total sales of the bitters.

"Tales of the Cocktail is the premier cocktail and culinary festival that celebrates the history and culture of dining and drinking," says Ann Tuennerman, Founder of Tales of the Cocktail. "It is the ideal place to celebrate and explore the bartender's craft of handmade artisan bitters—with the ultimate goal of finding the world's most innovative new ideas."

Inspired by artisan bartenders, the contest will include three categories—fruit, spice and herb. Five finalists per category will be invited to present their aromatic bitters personally at this year's Tales of the Cocktail in New Orleans, where judges will select one winner per category. "There's volcanic potential in bartenders," says Melkon Khosrovian, co-founder and spiritsmaker at **TRU Organic Spirits**. "Can't wait to see what they've got." Khosrovian will work with all three winning bartenders to formulate and produce their aromatic bitters for commercial sale. Each bitter will be produced as an organic product as an extension of the **TRU Organic Spirits** line of organic vodkas and gin.

Aromatic bitters entries will be judged according to each bartender's recommended proportions in a selection of six simple cocktails made with popular base spirits (gin, vodka, bourbon, cognac and rum). Judges will look for how small quantities of bitters add depth to cocktails and mix with a broad range of alcohols.

Submissions are due at the Modern Spirits Laboratory, where TRU is created, April 1, 2009. There judges will select the finalists to compete live at Tales of the Cocktail on Sunday, July 12, 2009 starting at 10:30am in the Hotel Montelone. Final judges will include some of the industry's most well-regarded experts, and the event will be open to all festival attendees.

Rules and more information at www.truorganicspirits.com/bitters.html


Ready. Set. Craft!

About Tales of the Cocktail

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Tales of the Cocktail is an internationally acclaimed festival of cocktails, cuisine and culture held annually in New Orleans, Louisiana. The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders, chefs and designers—for a five-day celebration of the history and artistry of making drinks. Each year offers a spirited series of dinners, demos, tastings, competitions, seminars, book signings, tours and parties all perfectly paired with some of the best cocktails ever made. For more information on Tales of the Cocktail, visit the website at www.TalesoftheCocktail.com and register your name to receive email updates or call 504-948-0511.

About TRU Organic Spirits

TRU is a sustainable line of vodka and gin made in Los Angeles by Modern Spirits. With an innovative and activist approach to their craft, they make spirits without compromise. Ingredients are organic, packaging is recycled or recyclable and for every bottle sold, the company plants a tree. Founded in 2004 by husband-and-wife team Melkon Khosrovian and Litty Mathew, the heart of Modern Spirits' philosophy is based on their passion for flavors, Slow Food ideals and deeply engrained eco-sensibilities.


Barmade Bitters Logo



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MANDARIN MIAMI'S NEW ORGANIC COCKTAILS: PERFECT TO PAINT THE TOWN "GREEN" ... TRU Organic Spirits Develops Miami's First Eco-Friendly Cocktail Menu at the Mandarin Oriental

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LOS ANGELES, February 3, 2009—Just in time for the influx of thirsty winter tourists, **TRU Organic Spirits** and the Mandarin Oriental in Miami have partnered to launch the city's first all-organic cocktail menu. The eco-friendly menu features signature TRU cocktails and other organic tipplers that include all natural and fresh ingredients. The "green" menu is available at the M Bar bar, as well as at the hotel's swanky restaurant, Azul. Inspired by Miami's landscape and the Mandarin's Asian aesthetic, the TRU Organic cocktails on the list include:

<u>Mandarin</u>	TRU Organic Vanilla vodka, tangerine juice, brown sugar and a splash of heavy cream
<u>Basil Melon</u>	TRU Organic Lemon vodka, melon, lime wedges, basil leaves, fresh grapefruit juice, simple syrup and seltzer water
<u>Splash</u>	TRU Organic Lemon vodka, grapefruit juice, basil leaves and simple syrup
<u>Mandarin Delight</u>	TRU Organic vodka, cucumber juice, simple syrup and tonic

The makers of TRU Organic Spirits, Melkon Khosrovian and Litty Mathew, also gave the menu covers an organic overhaul—they are now fabricated from reclaimed wood and recycled paper with silk fabric and soy ink.

The TRU Organic Spirits Menu is part of the hotel's larger initiative to "go green"

As a member of the Florida Department of Environmental Protection Florida Green Lodging Program, The Mandarin Miami is committed to adopting "green" practices that reduce waste and conserve natural resources. The commitment has now influenced their beverage menu, and TRU has played an integral role in developing a stellar menu of high-quality, organic cocktails to meet the standards of the Mandarin's discerning clientele.

About TRU Organic Spirits

TRU Organic Spirits is created and bottled by Los Angeles-based Modern Spirits, the acclaimed artisan vodka maker. The products are distilled through state-of-the art column stills that produce the purest spirits possible in only one pass, saving energy. Only real ingredients (no extracts) and hands-on techniques like zesting, slicing (and tasting) are employed to produce the flavors.

The TRU commitment...

Going further, the company plants a tree for every bottle of TRU purchased to protect the environment and have sustainable sources in managed forests for paper products. Working with organizations like Sustainable Harvest International, Modern Spirits plants new trees in tropical zones (where they are cut down in the greatest numbers) to pass on a better planet to the next generation. In 2008, the company planted 50,052 trees.


About the Mandarin Oriental Miami

The Mandarin Oriental in Miami is a waterfront urban oasis that brings luxuriously appointed guestrooms with stunning views, a five-star holistic spa and exquisite cuisine to one of the world's most international cities with five-star service, unmatched style and comfort. Mandarin Oriental, Miami is located at 500 Brickell Key Drive.

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TRU ORGANIC SPIRITS RELEASES TRU2 GIN ARTISAN GIN FEATURES FRESH, HANDCRAFTED FLAVOR

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LOS ANGELES, October 6, 2008—**TRU Organic Spirits**, a division of Modern Spirits Group, today announces the addition of **TRU2 Gin** to its organic, sustainable portfolio. Just as mixologists are reaching into the cocktail's illustrious past for inspiration, TRU Organic Spirits is reviving historic production methods that deliver fresh, complex flavors that are true to their source. **TRU2 Gin** will be available this fall in major markets at \$34.99.

The company makes **TRU2 Gin** in small batches using 14 whole botanicals macerated in layers into an organic wheat base spirit. **TRU2 Gin** is not re-distilled after maceration in order to preserve its rich, balanced flavor profile, a technique that harks back to the earliest curative gins made by 16th century physicians throughout Europe. While virtually all of today's gins are clear, the macerated ingredients such as juniper berries, fresh lavender and chamomile impart a distinctive amber hue to this full-flavored, one-of-a-kind gin.

"After years of making infused vodkas, we have developed a deep appreciation of the art and chemistry of flavor," says Melkon Khosrovian, who founded Modern Spirits (the award-winning artisan vodka brand) with his wife Litty Mathew in 2004. "We needed every bit of this knowledge to create the world's first sustainable gin."

In an effort to improve the environment and connect every customer to the company's ecological approach to business, TRU Organic Spirits plants a tree for every bottle of **TRU2 Gin** and TRU Vodka sold. The company works directly with non-profit groups like Sustainable Harvest International to plant new trees in tropical zones (where they are cut down in the greatest numbers) to pass on a better planet to the next generation.

What's Inside TRU2 Gin...

- A smooth, clean organic wheat spirit base bottled at 84 proof.
- A wide array of whole botanicals (14 vs usual 6-8), including juniper berries, fresh lavender, fresh lemon zest, angelica root, orris root, coriander seeds, cardamom, vanilla beans, cloves, fennel, cinnamon, allspice, chamomile and star anise. Some of the more unusual ingredients include lavender, vanilla and chamomile.

The packaging...

- At 620 grams, TRU bottles use 25% less glass than average high-end spirits bottles and pollute less in transit.
- Labels are printed on tree-free corn fiber using vegetable-based inks and are biodegradable.
- TRU incorporates new, more easily recyclable PETG shrink capsules (vs. more toxic PVC).
- Recyclable synthetic corks provide a tight seal and don't break if bottles are frozen.
- Shipping boxes use 35% post-consumer waste and simply fold in on themselves to eliminate packing tape.


About TRU Organic Spirits

TRU Organic Spirits is created and bottled by Los Angeles-based Modern Spirits, the acclaimed artisan vodka maker. The products are distilled through state-of-the art column stills that produce the purest spirits possible in only one pass, saving energy. Like everything at Modern Spirits, only real ingredients (no extracts) and hands-on techniques like zesting, slicing (and tasting) are employed to produce the flavors.

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AMERICAS FIRST SUSTAINABLE SPIRITS LINE GOES NATIONAL TRU Vodka Expands Distribution

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LOS ANGELES, September, 2008 — Southern California-based *Modern Spirits Group* has expanded distribution of **TRU Organic Spirits**, a line whose portfolio includes sustainable organic vodkas made from American wheat. **TRU** was first introduced to a limited number of markets in March 2008. Just six months after its initial launch, the strong consumer demand for the country's only completely "green" vodka has increased, catapulting the brand into all major national markets. It is **TRU's** ecological production and post-production practices which set it apart from other "organic" vodka brands. To keep a light ecological footprint, **TRU Vodkas** come in 100% recycled, recyclable or biodegradable packaging. In an effort to improve the environment and connect every customer to the company's ecological approach to business, *Modern Spirits* also plants a tree for every bottle of **TRU** sold.

The TRU portfolio currently consists of three handcrafted vodkas — Straight, Lemon and Vanilla — all made with the best certified organic ingredients (American wheat, fresh California lemon zest and whole Bourbon vanilla beans). Tasting notes:

- *Straight*—clean, smooth and well-rounded with a neutral finish. Best served chilled, over ice, in a wide selection of cocktails or for fresh, seasonal infusions.
- *Lemon*—crisp, vivid and true to the flavor of ripe citrus. Best served as the base for sour cocktails and as a balance for sweet or bitter drinks.
- *Vanilla*—sweet, floral aroma with hazelnut tones and lingering finish. Best served as the base for sweet cocktails and as a balance for sour drinks

"Our work with local farmers while creating our Artisan Vodka line opened our eyes to the need for sustainable farming and ecological stewardship," notes company co-founder and TRU maker Melkon Khosrovian. "With TRU, we are doing our part to keep farmland, groundwater and our customers free of harmful chemicals and genetically modified organisms."

About TRU

TRU is created and bottled by Los Angeles-based *Modern Spirits*, the acclaimed artisan vodka maker. The vodkas are distilled through state-of-the art column stills that produce the purest spirits possible in only one pass, saving energy. The vodka is then filtered through activated charcoal, the most efficient filtering medium and combined with vapor-distilled water—the kind nature makes with clouds. Like everything at Modern Spirits, only real ingredients (no extracts) and hands-on techniques like zesting, slicing (and tasting) are employed to produce the vodkas.

The packaging...

- At 620 grams, TRU bottles use 25% less glass than the average high-end spirits bottle.
- Labels are printed on tree-free corn fiber using soy-based inks.
- TRU incorporates new, easily recyclable PETG shrink capsules (vs. PVC).

About TRU Organic Spirits

Los Angeles-based TRU is organic spirits without compromise. Here are the important facts:

- MISSION** TRU's motto is "Drink it. Plant it." Drinking TRU spirits is a simple, enjoyable way to make positive change for the planet.
- ORGANIC** TRU is USDA certified organic and free of chemicals from field to bottle. The flavors are created by natural infusion rather than chemicals.
- ECOLOGICAL** TRU is packaged with lightweight, 100% sustainable materials. This means that packaging elements consume fewer resources in production or transit and generate less trash for landfills.
- RENEWABLE** TRU plants a tree for every bottle sold to replenish forests and paper stocks.
- HANDMADE** TRU is made by the award-winning artisan vodka maker, Modern Spirits. Their hands-on approach to the art of spirits making results in exceptional tasting products.

TRU Products

The TRU portfolio consists of three vodkas and a gin made from the best organic ingredients. TRU is made for stellar cocktails.

- STRAIGHT VODKA** Made with 100% certified organic American wheat, the preferred grain for super-premium vodkas and ideal base for fresh cocktails
Tasting Notes: clean, smooth and well-rounded with a neutral finish.
- LEMON VODKA** Infused with hand-zested organic California lemons
Tasting Notes: crisp, vivid and true to the flavor of ripe citrus
- VANILLA VODKA** Infused with hand-scraped organic Bourbon vanilla beans.
Tasting Notes: sweet, floral aroma with hazelnut tones and lingering finish
- GIN** A complex, 14-botanical gin made through whole-ingredient maceration (like the ones made by 16th century doctors throughout Europe)
Tasting Notes: big, bold and flavors with a rich mouthfeel

The Process of Sustainable Production

- FARMING** TRU supports organic farmers because each bottle requires — and helps protect — approximately 23 sq ft of land for wheat production. TRU chose to use American wheat to reduce transportation pollution.
- DISTILLATION** The base is distilled through state-of-the-art column stills that produce the purest spirits possible in only one pass, saving energy, without compromising purity.

FILTRATION	Then filtered through activated charcoal — the most energy efficient filtering medium. This is combined with vapor distilled water, the kind nature makes with clouds.
INFUSIONS	Like the artisan-flavored vodkas at Modern Spirits, TRU spirits are handmade with fresh, organic ingredients in <i>The Fruit Lab</i> . Handmade methods include zesting, slicing and tasting. They never use artificial ingredients or chemicals to achieve the flavors.
BOTTLING	The portfolio uses bottles with 25% less glass than other premium vodka brands (no thick bottoms), making for lighter weight and more eco-minded shipping.
PACKAGING	TRU features sustainable corn paper and soy inks for its labels and recyclable shrink tops and cork, and ships in self-sealing boxes made with 35% post consumer recycled materials. All marketing materials are delivered electronically or printed on recycled paper using vegetable inks.
POST PRODUCTION	Each sale equals a tree. Partnering with Sustainable Harvest International, TRU plants a tree — in tropical zones (where they are cut down in the greatest numbers) — for every bottle sold to protect the environment.

Team

Melkon Khosrovian + Litty Mathew

About Modern Spirits

With an innovative and activist approach to their craft, Modern Spirits has captured the attention of the food and spirits world with their line of uniquely infused [Modern Spirits Artisan vodkas](#), [TRU Organic spirits](#) and with the recent development of [The Spirits Institute](#). Founded in 2004 by husband-and-wife team — Melkon Khosrovian and Litty Mathew — the heart of Modern Spirits’ philosophy is based on their passion for flavors, Slow Food ideals and deeply engrained eco-sensibilities.

About Spirits Institute

In 2008, the company launched Spirits Institute ([SpiritsInstitute.com](#)) as an online forum dedicated to the research and development of the chemistry of cocktails.

Availability Suggested Price

The TRU Organic portfolio is available in nearly 40 states.

\$34.99 for 750ml


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ABOUT MODERN SPIRITS

With an innovative and activist approach to their craft, Modern Spirits has captured the attention of the food and spirits world with their line of uniquely infused [Artisan Vodkas](#), [TRU Organic Vodkas](#) and with the recent development of [Spirits Institute](#). Founded in 2004 by husband-and-wife team — Melkon Khosrovian and Litty Mathew — the heart of Modern Spirits' philosophy is based on their passion for flavors, Slow Food ideals and deeply engrained eco-sensibilities.

From the beginning, Modern Spirits was determined to change the consumer's relationship with spirits and food. The first meticulous result of their labor of love is an incomparable collection of Artisan Vodkas with foodie-friendly flavors like Black Truffle, Celery Peppercorn and Candied Ginger. These natural infusions were specifically created for sipping, but are also delicately balanced for food pairings and ideally suited for gourmet cocktails.

Wine Enthusiast proclaimed Modern Spirits as one of the "top 50 spirits" in 2006 and the *Wall Street Journal* deemed them "Best of the Tasting" compared to other infused vodkas on the market. Dedicated to using only the finest natural products available, they often source their ingredients from local growers and make each product in small batches to maintain maximum flavor and quality.


In 2008, Modern Spirits expanded their ecological efforts and introduced TRU Vodka — America's first completely sustainable spirits line. This means TRU Vodkas are organic, packaged in 100% recycled, recyclable or biodegradable packaging. And, in an effort to improve the environment and connect every customer to the company's ecological approach to business, Modern Spirits plants a tree for every bottle sold.

Modern Spirits has always taken an academic approach to the study of spirits, food and cocktails. In 2008, the company launched Spirits Institute (www.spiritsinstitute.com) as an online forum dedicated to the research and development of the chemistry of cocktails.

TRU

ORGANIC SPIRITS

BY MODERN SPIRITS®

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About Litty Mathew & Melkon Khosrovian Founders — Modern Spirits Group

Melkon Khosrovian and Litty Mathew are the hands-on husband-and-wife team behind the Los Angeles-based artisan spirits producer, Modern Spirits. After the two got engaged, Melkon began crafting homemade vodka infusions for Litty (who hated the taste of straight vodka) to sip during family dinners. Soon, friends clamored to buy Melkon's real-ingredient concoctions, and the couple decided to make this pastime a profession in 2004 when they formally launched Modern Spirits.

Both were born and raised outside of the US — Melkon is from Armenia and Litty, whose parents are from India, was born in Ethiopia. Because they both experienced firsthand environmental degradation in their respective countries of origin, Melkon and Litty have made it their mission to create the industry's most sustainable spirits portfolio: one that encourages sustainable farming, causes less pollution and consumes fewer resources. With the 2008 addition of **TRU Organic Vodkas** to their Modern Spirits lineup, they have put their green sensibilities into practice — **TRU is America's first completely sustainable organic spirits brand**. Using 25% less glass than traditional vodkas, each bottle is packaged with recycled, recyclable or biodegradable materials. Going one step further, for each bottle of TRU Vodka sold, Modern Spirits plants a tree in partnership with Maine-based Sustainable Harvest International.

Before Modern Spirits, Litty studied cooking at Le Cordon Bleu. Putting her trained palate to good use, she now assumes a hands-on role in charge of creating innovative new flavor profiles in the "Fruit Lab" where Modern Spirits develops new foodie-friendly infusions from fresh ingredients. Melkon, whose background is in journalism and software, now focuses on the complex research and development for Modern Spirits. Through the extensive research and development of the first food-pairing vodkas, Melkon has gained a deep appreciation of the chemistry of spirits and is considered one of the county's leading experts on white spirits and sustainable production. He travels the country, educating members of the industry and consumers about the interplay of spirits, cocktails and food, as well as the art of sustainable spirits making. Both Litty and Melkon are passionate environmentalists who have assumed a green-minded lifestyle, and are committed to the idea that TRU Vodka and its consumers can change the world.

All of the company's endeavors focus on intelligent and revolutionary ideas, creating quality spirits with an ecological conscious. They create all of their products in-house and are personally involved in every aspect of production. Today, the company's family of spirits can be found in more than 15 states in major markets nationwide.