

## **BAKON VODKA - THE WORLD'S FIRST BACON FLAVORED VODKA**

### **Northwest Company Launches One-of-a-Kind Potato Vodka**

*Seattle, WA May 2009* -- Bacon Vodka? Yes. Bacon Vodka.

This unique combination of flavors served by forward-thinking mixologists has gained fans in bars across the country. Now *Bakon Vodka*, the first commercially available bacon-flavored vodka, has already started people buzzing on social networks like Facebook and Twitter.

"This is the only vodka you'll ever want to use to make a Bloody Mary, and it works well in both sweet and savory drinks," says co-founder Sven Liden. "Bakon Vodka is also a great Bar-B-Q companion, used as a marinade or sipped chilled with a steak."

"Bacon has an earthy fragrance and a charismatic taste that brings out the flavor in a variety of dishes and it's enjoying a well-deserved renaissance," says co-founder Stefan Schachtell. "We wanted to take this classic ingredient and bring it to the beverage world."

Fans of both fine vodkas and bacon, the three founders of Black Rock Spirits decided to try infusing spirits with bacon to experiment with different flavors. The journey to find the perfect recipe took almost two years.

Bakon Vodka begins with superior quality Idaho potatoes instead of the random mixed grains that make up most vodkas. It is column-distilled using a single heating process that doesn't "bruise" the alcohol like the multiple heating cycles needed to make a typical pot-still vodka. The delicate balance of flavors leaves drinkers with the essence of a crisp slice of peppered bacon.

Co-founder and Creative Director Chris Marshall notes, "Although today you can find plenty of sweet, fruity-flavored mixtures and infusions, we're excited to produce a savory spirit that people can't wait to try."

Bakon Vodka will be available starting May 2009 in limited quantities in Washington, Oregon, Idaho, and Montana. For more information, please visit [www.bakonvodka.com](http://www.bakonvodka.com) or email [press@blackrockspirits.com](mailto:press@blackrockspirits.com).