



STANDING OUT, NATURALLY

In a category whose product's main purpose is to be neutral, points of distinction become critical. American Harvest Vodka has not one but three:

- ALL-AMERICAN AND ORGANIC
- SMALL BATCH, FARM TO BOTTLE
- A HINT OF AGAVE

PURITY MEETS QUALITY

All ingredients in American Harvest are 100% USDA certified organic. The winter wheat is sourced from local farms and the water is from a protected source beneath Idaho's Snake River water basin.

HANDS-ON PRODUCTION

Small batch handling ensures purity from farm to bottle, yielding a distinctly smooth spirit. The crisp, clean vodka character is enhanced by a slightly sweet hint of real agave.

CRAFT FACTOR

That dash of agave not only sets American Harvest apart from other neutral vodkas, it reconfirms the brand's authenticity as farm-to-bottle spirit perfectly in sync with the exploding craft spirits category.

94 points - Beverage Testing Institute

"Clear. Clean, delicate aromas and flavors suggest frosted fruit pastry, pepper, and vanilla cream with a silky, dry-yet-fruity medium body with a long, graceful dried fruit, powdered sugar and delicate spice accented finish. Very elegant and flavorful; will be great in martinis."



HARVEST BASIL LEMONADE

- 2 oz American Harvest
- 4-5 oz fresh or organic lemonade
- 3 fresh basil leaves
- 2 slices of lemon

Muddle basil and lemons in a tall glass. Add ice and American Harvest and top with lemonade. Garnish with lemon wheels and basil leaves.

Q. IS VODKA EVER AGED?

A. A few years ago, the likely answer would have been an easy "no." However, that is no longer the case as some fairly prominent brands have released oak-aged vodkas (thanks again, whiskey). As polarizing as such products may be, they do serve an educational role. Since there's little or no character left from the base ingredient, drinkers theoretically get a keener understanding of the nuances that barrels impart without any competing elements from the distillate. Again, though, it does raise the question of when vodka stops being vodka.



Q. HOW'S THE CATEGORY DOING?

A. In 2016 the vodka category performed slightly better than it did in 2015, with a volume gain of

2.4%
{2016}

vs.

1.8%
{2015}

Revenue growth accelerated even more, with an increase of **4.1% in 2016**

VS. ONLY

0.5% in 2015

according to the Distilled Spirits Council.

Q. DOES THAT MEAN THE SUPER-PREMIUM SEGMENT IS DOING WELL AGAIN?

A. Absolutely. Super-premium vodka volume and revenue both jumped more than

↑ 13%
in 2016

following declines of the same percentage in 2015. We'll know more in a year whether the 13% volume and revenue drops in 2015 were an anomaly.

