

• FARM CRAFTED •

# PRAIRIE

SUSTAINABLE  
SEASONS

CERTIFIED ORGANIC

ZERO  
SUGAR

LOW  
CALORIE

NO  
ARTIFICIAL  
SWEETENERS

USDA  
ORGANIC

GLUTEN  
FREE



# PRAIRIE ORGANIC SPIRITS BRAND OVERVIEW

**PRAIRIE**  
SUSTAINABLE  
SEASONS  
— CERTIFIED ORGANIC

*Privileged & Confidential*

*Every batch of our farm-crafted spirits begins as single vintage 100% USDA Certified organic yellow corn grown on local family farms. Our farmers grow organically, making our spirits free of harmful chemicals and GMOs. Growing without herbicides and pesticides requires longer days in the field, more regulations and stronger standards to uphold, but we're not ones to compromise. That's also why we've committed to donating 1% of our sales to helping more farmers go organic. We believe in a better product—and a better future for our land and our farmers.*

*From investing in the future of our fields, to distilling every batch until it tastes just right, we've earned our place as the #1 Organic Spirit. By choosing Prairie Organic Spirits, you get to Enjoy Doing Good.*





# SUSTAINABLE FLAVOR COMBINATIONS

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*All Prairie Organic flavors and ingredients have been grown without the synthetic pesticides, GMOs, and toxic fertilizers commonly used in conventional farming*

## GRAPEFRUIT, HIBISCUS & CHAMOMILE

### TASTING NOTES:

The zesty, crisp, and clean grapefruit and hibiscus flavors are balanced by earthy and floral chamomile. Not too sweet or sour, it tastes just right.

### Why Is It Sustainable & A BETTER SPIRIT?

- Grapefruits are being planted for the first time in 10 years to help make purchasing grapefruit more sustainable in the US
- High quality floral & herb ingredients to flavor this botanical line that are free from chemicals, pesticides and herbicides

## WATERMELON, CUCUMBER & LIME

### TASTING NOTES:

Watermelon is a sweet compliment to crisp cucumbers, topped off with the zesty citrus notes of lime. It adds up to 100% refreshing!

### Why Is It Sustainable & A BETTER SPIRIT?

- The USDA has found more than 35 pesticide residues in conventionally farmed common cucumbers
- The refreshing flavors of watermelon and cucumber pair well together, so Prairie Organic Spirits only thought it was natural to bring them together with an added citrus lime twist

## APPLE, Pear & Ginger

### TASTING NOTES:

Crisp apple flavor pairs perfectly with juicy pear finishing with the subtle spiciness of ginger. An unexpected, but delicious trifecta.

### Why Is It Sustainable & A BETTER SPIRIT?

- Apples and Pears are both on the 2020 "Dirty Dozen List", which annually highlights fruits and vegetables that have the highest pesticide residues when not grown organically
- The use of ginger dates back many centuries, and it's spicy character inspired Prairie Organic Spirits to add it as an accompaniment to the juicy and wholesome flavors of apple and pear



# COMPETITIVE SET

*Prairie Organic Sustainable Seasons wins vs. competitors across all important sustainable and better-for-you claims, delivering on providing consumers with a flavored vodka they can feel good about enjoying!*

ZERO SUGAR/CARBS	✓	✓	✓	✓	✗
LOW CALORIE	✓	✓	✓	✓	✓
NO ARTIFICIAL SWEETENERS	✓	✓	✗	✗	✗
NO ARTIFICIAL flavors	✓	✓	✓	✗	✗
GLUTEN FREE	✓	✗	✓	✗	✗
NON-GMO	✓	✓	✗	✗	✗
USDA CERT. ORGANIC	✓	✗	✗	✗	✗
					

# SUSTAINABLE COCKTAILS

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*Prairie Organic Sustainable Seasons is perfect and refreshing with soda water over ice, but for those times when you want to show off your mixology skills, our flavors lend themselves nicely to some riffs on these classic cocktails*

## BLOOMING SCREWDRIVER

### Ingredients:

- 1.5oz Prairie Organic Sustainable Seasons Grapefruit, Hibiscus & Chamomile Flavored Vodka
- 0.5oz organic orange juice
- lemon or lime sparkling soda water

### Directions:

Pour Prairie Organic Sustainable Seasons Grapefruit, Hibiscus & Chamomile Flavored Vodka and orange juice into a champagne flute. Top with lemon or lime sparkling soda water. Enjoy!

## WATERMELON, CUCUMBER MOJITO

### Ingredients:

- 2oz Prairie Organic Sustainable Seasons Watermelon, Cucumber & Lime Flavored Vodka
- 1oz simple syrup
- 1oz lime juice
- soda water
- mint
- cucumber, for garnish

### Directions:

Muddle mint, simple syrup, and lime juice in a collins glass then add your ice. Pour the 2oz Prairie Organic Sustainable Seasons Watermelon, Cucumber & Lime Flavored Vodka and top with soda water. Garnish with mint leaf and cucumber wheel slice. Enjoy!

## HARVEST MULE

### Ingredients:

- 1.5oz Prairie Organic Sustainable Seasons Apple, Pear & Ginger Flavored Vodka
- 4oz ginger beer
- 0.5oz lime juice
- lime, for garnish

### Directions:

Pour Prairie Organic Sustainable Seasons Apple, Pear & Ginger Flavored Vodka and lime juice into a mug. Add ice cubes and ginger beer. Stir to combine. Garnish with a lime wedge. Enjoy!



# PRAIRIE ORGANIC GIN

**PRAIRIE**  
**GIN**  
CERTIFIED ORGANIC  
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## A CLASSIC GIN YOU CAN FEEL GOOD ABOUT ENJOYING

### About Prairie Organic Gin:

*Prairie Organic Gin is an American style gin that is approachable and smooth, an excellent complement to any cocktail and equally as great on its' own. Our organic gin is made from certified organic, non-GMO corn making it gluten-free and sustainably crafted.*



Sources:  
1. Total Spirits Nielsen w/e 5/16/20  
2. Organic Trade Association's 2019 Organic Industry Survey Conducted 1/25/2019-3/26/20190



# PRAIRIE

## — ORGANIC —

### SPIRITS

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VODKA		GIN		CUCUMBER	
WINE ENTHUSIAST	TWO-TIME WINNER	2009 FOOD & WINE	2013 WINNER	2013 SIP AWARDS	2013 SIP AWARDS
92	DOUBLE GOLD	Best	GOLD	GOLD	PLATINUM
BUYING GUIDE RATING	San Francisco World Spirits Competition	San Francisco World Spirits Competition	San Francisco World Spirits Competition		



				
Grown in America	✗	✓	✗	✓
Bottled in America	✗	✓	✗	✓
Gluten Free	✗	✓	✗	✓
Certified Non-GMO	✓	✗	✗	✓
USDA Organic	✗	✗	✗	✓
Distillation/Process Point of Difference	Copper Pot Stilled Tasted and approved by a Nolet family member	'Hand crafted' Pot Still	Arctic Water Lava rock filtration	Custom built, small batch still Distilled to Taste by Guardians