

### In a Nutshell

TRU is organic vodka without compromise. Here's the important stuff:

- **ORGANIC** — TRU is **USDA certified organic** and free of chemicals from field to bottle. Also, the flavors are real infusions, not extracts.
- **ECOLOGICAL** — Our **packaging is light and sustainable** — meaning everything is recycled, recyclable or biodegradable.
- **RENEWABLE** — We **plant a tree for every bottle sold** to replenish forests...and paper stocks.
- **HANDMADE** — TRU **tastes exceptionally good** because it's made by an award-winning vodka maker, Modern Spirits, not a subcontractor.



### Meet the Family

- **Straight** — made with 100% certified organic American wheat  
*Tasting note:* clean, smooth and well-rounded with a neutral finish
- **Lemon** — infused with hand zested organic California lemons  
*Tasting note:* crisp, vivid and true to the flavor of ripe citrus
- **Vanilla** — infused with hand scraped organic Bourbon vanilla beans  
*Tasting note:* sweet, floral aroma with hazelnut tones and lingering finish

Our vodkas are distilled through state-of-the-art column stills that produce the purest spirits possible in only one pass, saving energy, without compromising purity. The vodkas are then filtered through activated charcoal, the most efficient filtering medium. We combine this with vapor-distilled water, the kind nature makes with clouds. Like everything at Modern Spirits, **only real ingredients and hands-on techniques** — like zesting, slicing (and tasting) — go into our vodkas.

### TRU — Vodka Made Whole



From field to bottle, TRU is free of chemicals that can contaminate the land and leech into ground water. We want to encourage sustainable farming practices and have gone through a rigorous approval process to carry the FDA Organic seal. Look for it.



Responsibility is what makes TRU whole. We exercise it by limiting our ecological impact, e.g.:

- Sourcing our spirits in the U.S. to reduce transportation pollution.
- Using 25% less glass in TRU vs other premium vodka bottles.
- Making our labels out of sustainable corn paper and soy inks.
- Using recyclable shrink tops and corks.
- Using self-sealing boxes made with 35% post consumer recycled materials.
- We print our marketing materials on sustainable papers using vegetable inks.



We plant a tree for every bottle sold to protect the environment and have sustainable sources in managed forests for paper products. Working through organizations like Sustainable Harvest International, we 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.



Real people make TRU using only the best organic ingredients — American wheat, California lemons, Bourbon vanilla beans and vapor distilled water. We don't cut corners so the finished vodkas are balanced and flavorful. The end result? Remarkable cocktails!

## TRU FAQs

### What's organic vodka? Do you need the USDA seal?

Organic vodka has gone through a rigorous USDA approval process to ensure that it's free of conventional pesticides, artificial fertilizers and genetically modified organisms. **To earn the USDA Organic seal, vodka must be certified organic every step of the way:** from the field through milling, fermentation, distilling, blending, infusing (if applicable) and bottling. **Without the FDA Organic seal, it's not completely organic.**

### What is the difference between organic and "green" vodka?

Organic refers to the vodka, whereas green refers to the packaging. **TRU is both organic and green.**

### If vodka is distilled and therefore pure, what's the point of organic vodka?

**Organic is about the environment.** For example, it takes roughly 120 sq ft of land to grow enough wheat for 1 bottle of 80 proof vodka. Skip going organic and this land becomes exposed to chemical fertilizers and pesticides that poison it over time and ultimately leech into our drinking water.

### It's distilled only once — so it's not pure?

We'll level with you. The whole 3, 4, 5 times distilled business about vodkas is a big marketing myth. In order to achieve a neutral taste, vodka must be distilled through multi-column stills (which can have 3 or more columns). Fermented material goes in at low proof and comes out at 95-96% alcohol in a single pass. **Purity and taste therefore depend more on how well vodka is distilled vs how many times it's distilled.**

### Why do you use wheat vs corn, potato or rye as a base?

Like varietals of grapes, a vodka's base contributes significantly to its taste and mouth feel. With its clean, smooth and well-rounded flavor and neutral finish, **wheat is the most versatile type of vodka** for sipping, uncomplicated martinis or complex cocktails. We avoided the other bases because of their limited applications — corn was too bumpy, potato too heavy and rye too spicy.

### What makes your flavors different?

The vast majority of flavored vodkas owe their taste and aroma to artificial flavors and extracts. **For TRU, we use nothing but whole, certified organic ingredients** like California lemons and Bourbon vanilla beans. We hand zest and scrape these organic ingredients to expose them to our base spirits for true infusions that capture the full range of their flavor, aroma and color. The end results taste like the real thing without any funny aftertaste.

### Why did you pick these flavors?

True to our overall approach, **we wanted to make a few vodkas that were very useful and didn't take up too much room.** TRU Organic Lemon is a great base for sour drinks and offers balance to bitter and sweet ones. TRU Organic Vanilla works equally well in sweet cocktails and offers balance to sour ones. TRU Organic Straight offers even greater versatility and can be used for organic seasonal infusions at the back bar or at home.