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# NEW DEAL DISTILLERY

newdealdistillery.com



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## **New Deal Distillery Wins Gold Medal at 8<sup>th</sup> Annual San Francisco World Spirits Competition**

New Deal Distillery's Hot Monkey Pepper-Infused Vodka won a Gold Medal at the 8<sup>th</sup> Annual San Francisco World Spirit's Competition (<http://www.sfspiritscomp.com>), held March 15<sup>th</sup> & 16<sup>th</sup>, 2008. Influential spirits professionals from around the US awarded Double Gold, Gold, Silver and Bronze Medals during the United States' only international spirits competition. The competition's 25 judges chose winning spirits in 30 categories comprised of over 840 entries from 63 countries. New Deal Distillery's Hot Monkey Pepper-Infused Vodka shared its Gold Medal honors with eight other flavored vodkas, including Finlandia Grapefruit Vodka, Skyy Infusions Raspberry Vodka and Smirnoff Passion Fruit Vodka.

This globally influential competition was established in 2000 by Anthony Dias Blue of *Patterson's the Tasting Panel Magazine* and F. Paul Pacult, Writer/Journalist of *The Spirit Journal*. "The San Francisco World Spirits Competition receives entries from the best spirits companies worldwide every year, and we have to match that caliber with top-quality judges showing consistent and objective evaluation," Blue noted. "These factors create a highly successful environment to host one of the world's largest spirits competitions."

The Gold Medal for Hot Monkey Vodka marks the first such distinction for Portland, Oregon's New Deal Distillery. Owner, Tom Burkleaux, is thrilled that the judges recognize the high level of quality and creativity achieved through the craft-distilling methods used to produce New Deal spirits, "It's clear that small-batch, DIY craft distilleries can compete on the same level as the major-label alcohol brands. I think that, in light of the rapid growth of the craft-distilling industry in Portland, small-batch, craft-distilled spirits will continue to offer locally-made, high-quality alternatives to the products of corporate conglomerates that dominate the alcohol beverage industry."

New Deal Distillery—Portland's first craft vodka distillery—has been producing small-batch vodkas since 2004 in Southeast's Industrial District. New Deal's Hot Monkey Vodka is one of three vodkas in production at the distillery. Portland 88 Vodka and New Deal Vodka are the company's two other spirits currently on the market. The distillery has several other spirits in development including their New Deal Organic Vodka, Mudpuddle Chocolate-Infused Vodka, and a Basil-Infused Vodka. These products will be available locally soon after the distillery completes its move into a new, dedicated facility this month. As a company they champion the DIY ethics and Farm-to-Table ideals that distinguish many Portland businesses as being on the forefront of the sustainability movement.

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