

Ocean Vodka of Maui introduces new bottle and logo

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A week after announcing plans to begin making rum, Maui-based Hawaii Sea Spirits has introduced a new bottle design and logo design for its signature Ocean Vodka.

The new, round bottle gets its inspiration from glass fishing floats, which the company said represents Japanese fishing culture in Hawaii.

The Maui company announced last week that it would begin producing rum and unveiled its Deep Island Hawaiian Rum at its Hawaii Sea Spirits Organic Farm on Monday.

Ocean Vodka is sold in 36 states and Canada. Shay Smith, the CEO of Hawaii Sea Spirits, said he expects production at the farm to triple in 2015.



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Courtesy Hawaii Sea Spirits

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