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A promotional banner for Stolichnaya. On the left, a red background contains the text "FROM THE HOUSE OF STOLICHNAYA™" in white. In the center, there are two cans of Stolichnaya: one is a red and white can of "GINGER BEER" and the other is a silver can of "STOLICHNAYA". On the right, a white background contains the text "MIX A BETTER MOSCOW MULE WITH STOLI™ GINGER BEER" in red, with "STOLI™" in a smaller font. Below this, it says "VISIT US ON FACEBOOK FOR GREAT RECIPES" in red. At the bottom left of the banner, there is a small line of text: "DRINK RESPONSIBLY. Stol Group USA LLC, New York, NY 2014 Spills International B.V."

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Ride a Deep Island Wave

Posted September 2, 2014 by Chilled Magazine in [Rum](#)



Derived from local organic sugar cane and diluted with deep ocean mineral water, Deep Island Hawaiian Rum is produced at Hawaii Sea Spirits Organic Farm and Distillery in the small town of Kula on the island of Maui. The rum is expected to be available for purchase and sampling at The Farm starting September 1 before state-wide distribution in October.

The founders of Hawaii Sea Spirits (*The Smith family*) are life-long surfers and have a deep respect for the ocean and the way it transfers energy — through waves. Their goal was to deliver an exceptional rum experience complete with all of the flavor and character found in their fresh pressed cane juice. The design of the label represents an abstract interpretation of a wave crashing over lava rock shores.

“Deep Island Hawaiian Rum was inspired by our appreciation for sugar cane as a truly remarkable ingredient in creating distilled spirits,” says Hawaii Sea Spirits Master Distiller, Bill Scott. “It’s not only our goal but our passion to produce the cleanest, most mixable, luxurious spirits that showcase the unique qualities of the organic sugar cane and deep ocean mineral water blend.”

“Named for its cultural relevance as much as its physical description of Hawaii, Deep Island Hawaiian Rum embodies the very spirit of our tropical islands,” stated HSS CEO, Shay Smith. “Not only are the Hawaiian Islands the deepest in the world, but also our way of life is deeply rooted in horticultural nurturing.”

Hawaii Sea Spirits Organic Farm and Distillery in picturesque Kula highlights the company’s commitment to socially and environmentally conscious business practices. The operation uses solar panels to power 100% of the operations and they insist on sustainable farming techniques for growing and harvesting the organic sugar cane.

Tours at Hawaii Sea Spirits Organic Farm and Distillery run seven days a week to educate guests on the importance of organic farming for the conservation of land and ocean, sustainable manufacturing, and the production of quality spirits.

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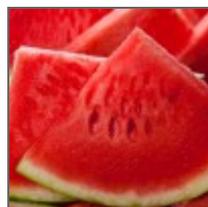
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