

Ocean vodka, a savory sip of Maui (Video)

Date: January 5, 2013

Circ: 12,482,445

COCKTAILS | JANUARY 5, 2013 | BY: THADD SCOTT |



A few weeks ago I received a bottle of Ocean Vodka from the manufacturer, and tried it with some friends over the Christmas and New Year's holiday. It was a hit at my house, and I am looking forward to purchasing a bottle when I need replace the vodka bottle void in my cabinet.

Ocean is the number one selling Hawaiian-made spirit since its launch in 2006. Ocean is opening a new distillery in Maui, which is scheduled to debut for public tours and tastings in February of this year. The new facility will enable Ocean to consolidate its production and sourcing of 100% organic sugar cane.

Ocean Vodka is 100% Certified USDA Organic, gluten-free, and the only vodka in the world made from the aforementioned organic sugar cane. Ocean is made with deep ocean mineral water – a vodka made with beautiful Hawaiian ocean water, which takes on a unique, mineral-rich flavor found in no other vodka.

Ocean is the only vodka in the U.S. and in the world to be made from 100% organic sugar cane with no grain, the lack of grain makes the product gluten free.



I normally do not talk a lot about the packaging, but I really like this bottle. An almost pristine presentation, the glass appears to have a slight blue tint, and includes a stylized palm tree on the front. A small stamp of

"Made in Maui" visible, and with our romanticized feelings of Hawaii it is a subtle effect to make me want to buy it. Whether that was intended, or not... it works on me.

My first experience with Ocean came in a shot glass, and while I am not one to shoot vodka straight, I was surprised with the ease in which it went down, just enough of a burn to let me know I was drinking a spirit, but not so much to contort my face in discomfort.

Over the next couple of weeks I worked with some ingredients and ideas I found online, and incorporated Ocean with them. These were hits with my friends over the holidays.

Ocean Queen

Ingredients:

- 2 oz Ocean vodka
- 1 oz Bénédictine
- 2 dashes Angostura Bitters

How to make:

1. Add all the ingredients to a mixing tin and fill half-way ice.
2. Stir, and strain into a chilled cocktail glass.
3. Twist a lemon peel around rub around the rim of the glass

Surfer's Lunch

Ingredients:

- 1 ½ oz Ocean vodka
- ½ oz Dry vermouth
- ½ oz Orange liqueur
- 1 ½ oz Grapefruit juice

How to make:

1. Add all the ingredients to a mixing tin, and fill half-way with ice.
2. Stir, and strain into a rocks glass.
3. Garnish with a grapefruit peel.

The 750ml bottle will be available in stores retailing for \$32.99; as well as 375ml and 50ml available in select markets. Ocean also produces a 50ml PET exclusively for airlines. Ocean vodka is the official vodka of Hawaiian Airlines and the only brand available on those flights.