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FOR IMMEDIATE RELEASE

A Clean Palate for a True Taste Test

New judge with no previous experience joins the blind vodka taste test – LiV against Grey Goose and others.

East Hampton, NY – Lucas Cowart has joined the panel of judges who will participate in a blind taste of LiV Vodka against the more well-known brands on October 3rd at 4PM hosted by Hamptons Wines & Liquors. Cowart will provide a very clean and authentic perspective since he has never tasted LiV Vodka.

The taste test has been expanded to include several more vodkas with the goal of allowing the tasters to experience all the flavor profiles – potato, grain, and grape. The final list of vodka's include LiV Vodka, our local favorite made from potato, Grey Goose and Ketel One, both made from wheat, Chopin, another potato vodka, Cîroc, derived from grapes, and Belvedere, distilled from rye.

During the taste test, the judges will be given the opportunity to try all the available vodkas and describe their differences and similarities based on taste alone. They will also be asked to provide an honest perspective on their final selection of favorite vodka. The vodka's will be poured in front of the judges in bottles that will be hidden in opaque bags.

This official tasting is expected to be fun and entertaining as much as it will be interesting to learn the results. The tasting is expected to attract an audience of LiV Vodka fans who will be cheering for the local distillery.

About the Judges

Michael Howell is a vodka aficionado who has favored several vodkas over the years including Finlandia, Absolut, Ketel One, Grey Goose, and Cîroc. He is the National Director of Marketing for the Hampton Classic Horse Show and is a freelance writer and a contributing producer on radio for WLIU 88.3 FM. Michael has a LiV Vodka drink named after him called The Howeller, which he describes in an Edible East End article, "Spirited Spuds." <http://www.ediblecommunities.com/eastend/winter-2009/liquid-assets.htm>

Laura Sara Donnelly is the Food Editor of East Hampton Star and does weekly food commentaries called "Something's Cookin' with Laura Donnelly" on WLIU, the NPR station. She has been a professional pastry chef for 15 years and is a frequent guest on the Barefoot Contessa television show and Martha Stewart's Morning Living radio program. Laura has been credited with giving The Howeller its name.

Lucas Cowart became a local foodie when he first moved to the Hamptons almost 12 years ago to pursue his career in architecture. His sophisticated palate along with his adoration for people drove him to the restaurant business. Lucas has been mentored by Michael Nolan, a veteran restaurateur and current co-owner of Fresno, where Lucas bartends part-time. Lucas has never tried LiV Vodka and will provide a fresh, new perspective during our blind taste test.

About Long Island Spirits

Long Island Spirits (www.lispirits.com), a local crafts distillery located in the heart of North Fork's wine country, manufactures LiV Vodka from hand-selected Long Island potatoes using custom crafted copper stills. These artisan distillers employ a time intensive and costly hands-on approach to manufacturing that includes removing the lower quality heads and tails leaving only the best, the heart. The result is a bright, silky smooth texture with hints of banana, citrus, strawberry, vanilla, and anise followed by an incredibly elegant clean finish.

LiV Vodka is the 2009 winner for Best in Class in the NY Spirits Award and was awarded the very prestigious score of "92" from Anthony Dias Blue of Tasting Panel Magazine.

About Hamptons Wines & Liquors

Hamptons Wines & Liquors (www.hamptonswines.com) is a new liquor store in East Hampton, located between Goldberg's Bagel and Peconic Beverage. Its interior design is a modern minimalist style that allows for easy browsing of its impressive collection of wines and spirits from around the world.

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