

September 22, 2009

FOR IMMEDIATE RELEASE

A Battle Between David and Goliath

Long Island's LiV Vodka competes in a blind taste test with Grey Goose, Ketel One and Belvedere.

East Hampton, NY – On October 3rd at 4PM Hamptons Wines & Liquors will host a blind taste test between LiV Vodka and the Goliath's in this industry – Grey Goose, Ketel One, and Belvedere. The panel of judges includes Michael Howell, a communications & marketing specialist and vodka aficionado. Michael has favored several vodkas over the years including Finlandia, Absolut, Ketel One, Grey Goose, and Ciroc. Joining Michael will be Laura Sara Donnelly, the food editor of The East Hampton Star, weekly contributor to WLIU's food commentaries, and the pastry chef at The Living Room restaurant at the Maidstone Arms. Additional panelists are expected to be announced.

When asked how he expects LiV to do in a blind taste test, Rich Stabile, president of Long Island Spirits, replied, "In the past, whenever we ask people to select their favorite vodka brand and do a side-by-side comparison, it is exciting to watch as they select LiV Vodka over their favorite brand and then go on to express their appreciation of the character of LiV. We are expecting similar results with this panel of judges who have a lot of experience with quality foods, wines, and spirits."

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 of 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.

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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