

PRESS RELEASE - FOR IMMEDIATE RELEASE

Local Start-up Distillery Launches New Vodka in Stores and Bars Throughout Minnesota and Wisconsin

Handcrafted 45th Parallel Vodka hits local shelves along the 45th Parallel.

October 15, 2007 – New Richmond, WI – The practice of artisan distilling implies a difference from the processes used by the big name, big industrial vodka companies. A skilled artisan distiller imparts personal care in the processes of slower fermentation and distillation to avoid unwanted flavors. The results are a sweeter aroma and a clean and balanced taste; an artisan alternative to other mass-produced varieties.

Minneapolis-based entrepreneur, Paul Werni built a brand new distillery, company and brand located in New Richmond, WI in only two years. What makes his vodka different? As a small batch producer, Paul uses senses of taste and smell to determine the readiness of the final product for each individual batch.



“Our slow, hands-on techniques sacrifice efficiencies to preserve the positive qualities provided by the locally grown grain,” said Werni. “We take our time, and it pays off in the taste of the vodka. Every drop in every bottle we put out is entirely produced by us. We don’t just say we’re handcrafted... we really are.”

The handcrafted vodka’s natural flavor and body is maintained through a stringent process and by not over filtering. They carefully retain the positive qualities of the grain without any additives or artificial flavorings. Too much filtering removes the good alcohols with the bad, leaving a vacant spirit lacking body and flavor.

When selecting the grain, it is critical that it is of the highest quality possible. Rusmar farms, owned by Arlen Strate, supplies Paul his grain. Arlen’s crops have the highest reputation for consistency and quality. They are purposely a manageable sized family farm, and are known for honesty and integrity, making them a natural fit with 45th Parallel Spirits.

Paul has lived along the 45th parallel most of his life. Originally from Milwaukee, he grew up in Merrill, WI and currently resides in Minneapolis with his wife, daughter and two sons. A marker on the side of old Highway 51, south of Merrill, north of Wausau informs passersby they are at the 45th parallel (half-



P A R A L L E L

45TH PARALLEL SPIRITS, LLC

1570 MADISON AVENUE
PHONE: (715) 246-0565
WWW.45THPARALLELSPIRITS.COM

NEW RICHMOND, WI 54017
FAX: (715) 246-4566
INFO@45THPARALLELSPIRITS.COM

way between the equator and the North Pole). A younger Paul passed this marker many times wondering about its significance. When researching the distilling industry Paul learned the Parallel had significance around the world, thus, contributing to the branding of Paul's new venture.

This latitude runs through the Minneapolis-St. Paul metro area, Yellowstone National Park, Idaho and Oregon. To the east marks Door County Wisconsin, Michigan, New Hampshire and Maine. On the other side of the world, we can trace the 45th Parallel through France's famous Burgundy and Bordeaux wine regions, Italy's Piedmont Region, the Balkans, China, Russia, and northernmost Japan.

Grains grown in the upper Midwest are commonly used in the large distilling operations found throughout this country. Paul thinks it makes sense to have a distillery close to the grain source. The 45th Parallel facility is located within a few miles of the 45th parallel, on the south side New Richmond, WI.

Paul's retired father, also named Paul, has been instrumental in the progress of the company and can often be found working long hours on the process of vodka making.

"It is our family's belief in hard work, commitment to excellence, and determined focus that we will produce our 45th Parallel Vodka of unparalleled quality," said Werni.

45th Parallel Vodka can be asked for by name in bars and liquor stores throughout WI and MN. In Wisconsin, Saratoga and General Beverage are distributing 45th Parallel, while Minnesota's distribution is handled by Quality Wine & Spirits. Locations are constantly updated on the company's website: www.45thparallelspirits.com.

– ### –

For more information, please contact:

Paul Werni, Owner & Distiller
45th Parallel Spirits, LLC
1570 Madison Avenue
Phone: 715-246-0565
Phone: 715-246-4566
New Richmond WI 54017
paul@45thparallelspirits.com
www.45thparallelspirits.com



45TH PARALLEL SPIRITS, LLC

1570 MADISON AVENUE
PHONE: (715) 246-0565
WWW.45THPARALLELSPIRITS.COM

NEW RICHMOND, WI 54017
FAX: (715) 246-4566
INFO@45THPARALLELSPIRITS.COM