



A Variety of Vodkas

Versatility and flavor make these brands top shelf

BY JP GERBINO

Vodka's origins trace back more than 900 years to northeastern Europe and vodka didn't make its way to the United States until the 1930s. Well, it seems Americans are making up for lost time. It's now the country's best-selling spirit in the U.S., accounting for 25 percent of all spirits sold according to the Distilled Spirits Council. Vodka is an ever growing category in the spirits industry and it seems virtually every day the American public is introduced to a new brand or flavor.

So why is vodka so popular? Perhaps because of its versatility. Vodka's neutral flavor and character make it mixable with a variety of juices and soft drinks. And, of course, it can also be consumed on the rocks or neat with nothing at all.

With each brand or flavor introduction, vodka fans are eager to see what sets each new brand apart. Is it made from grain, potatoes or some other vegetable or fruit? Is it distilled three, five or even seven times? How many times has it been filtered? And for goodness sake, let's not forget the name and the bottle. What do they say about the product inside and—more importantly—what will the brand of Vodka I drink say about me?

For those who tire quickly when confronted with such questions or who lack the wherewithal to research and sample the scores of vodkas

on the market today, there are some sure shot premium vodkas that can be found gracing the shelves of South Florida's most fashionable bars and nightclubs.

One of the latest vodka's to hit South Florida shelves is IDOL (no Simon Cowell connection). What sets it apart? Well to start, it comes from Burgundy, France—a region traditionally known for some of the world's finest wines, but not necessarily for vodka. But therein lays the very thing that makes IDOL distinct—it is produced exclusively from Chardonnay and Pinot Noir grapes grown in Burgundy, France. To cap it off, IDOL is distilled seven times and filtered five times resulting in a pure vodka with no measurable impurities, no harsh aftertaste and supreme ultimate mixability.

