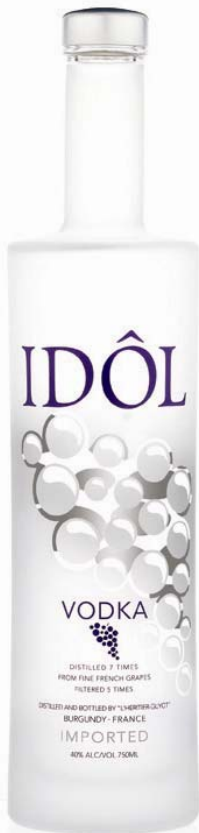


## THE SPIRIT WORLD

*Quenching your thirst with sips, nips and tipples.*



### IDOL Vodka

Posted by Andrew Barrow  
March 14, 2007

IDOL Vodka is made from wine-quality Pinot Noir and Chardonnay grapes, something that has never been done before, and combined pure water from Cote d'Or, Burgundy France.

IDOL Vodka is the latest creation from notable wine aficionado and producer, Jean-Charles Boisset. It has taken him over seven years of experimenting with a variety of grapes, waters, filtration systems and distilling processes, before finally selecting the perfect combination for crafting the vodka.

IDOL is distilled seven times and filtered five, resulting in a combination of extreme purity and smoothness while preserving a sense of the terroir of the Burgundy region. Or so they say. I would have thought that all that distillation and filtering would have stripped out any and all distinctiveness!

IDOL's website is <http://www.idolvodka.com/>. It retails for \$33 USD.

Circulation: 10,000