

Overview

Vodka Flavors is a consumer sales company, providing vodka infusion kits, which include infusion jars and Flavor Pack infusion bags containing dried herbs, fruits, spices and vegetables.

Vodka Flavors is a new company, formed in 2006 by David Andrews, a serial entrepreneur and confirmed vodka "infusiast".

The firm is headquartered in New York State, and sells worldwide over the Internet.

Vodka Infusion

Vodka is one of the most basic, and yet probably the most universal and popular spirits sold worldwide. It is typically made from potatoes or grain, but vodka can be made from almost any organic material.

Flavored vodkas have been around for centuries. Infusions of fruit, herbs, spices and vegetables are the most often seen, but farmers who produce their own vodka in Russia Poland and Scandinavia have tried almost every flavoring component you can imagine.

Most major vodka brands offer flavored varieties, but few offer a large range, and often the flavors available differ by manufacturer. If a vodka buyer wants to have a lemon or orange flavored vodka they have three or four choices. If they want a pepper flavored vodka they have less choice. If they want an exotic flavor such as Sun Dried Tomato or Lemongrass, they are out of luck. Unlike traditional vodka flavoring, the major brands do not infuse vodka, but add flavoring essences that are often synthetic or concentrates. Infusing would be too costly in large-scale manufacturing, and so manufacturers opt for flavoring essences, which are added in liquid form to speed-up the process. The finished effect is pleasant, but not true infused vodka, and not authentic tasting.

Infusing vodka at home is a simple process, but it requires a fair amount of preparation. You need an airtight jar with a large mouth, and fruit, herbs, vegetables or spices to flavor the vodka. You immerse the material in the vodka and wait. Once infused you have to filter the vodka to remove any loose material.

Vodka Flavors, remove much of the hassle. The Flavor Packs are sealed, heavy-duty paper envelopes that allow the essences from the flavoring material to enter the vodka. Inside the Flavor Packs are natural, dried ingredients that are, whenever possible, organically grown and processed. These natural ingredients give up a wonderful, natural taste that cannot be experienced any other way. The drying process concentrates the natural flavor, and so one regular sized Flavor Pack can flavor 3.5 liters of vodka. Mini Flavor Packs are enough for 1.75 liters of vodka.

Currently, Vodka Flavors offers 27 flavors, and two or three new flavors are added each month. Flavors scheduled for October are pear, strawberry and olive.

History

In early 2006, David Andrews was visiting The Country Inn, his local pub in the Catskill Mountains and was offered a horseradish flavored vodka martini by Pete Rinaudo, the owner. Being an intrepid soul, he tried the concoction and was immediately captivated. David had tried some of the flavored vodkas that can be purchased in liquor stores, but thought that they were not flavored naturally and often sweet or doomed with a rather unpleasant after-taste. The horseradish version tasted natural, it had no aftertaste and made one heck of a great martini. After grilling Pete, David went home, via a liquor store and the supermarket, and started infusing. He used jelly jars and fresh fruit, and the result was excellent, and had potential. It was a lot of work, was messy and took time, but it showed that infusion was the best way to flavor vodka.

Then he tried drying the flavoring materials and making muslin bags to contain them in the vodka. The result was even better, and a lot tidier. No loose materials were released into the vodka and so filtering was not necessary. Best of all, the dried materials gave up their flavor essences almost immediately, and had enough power to flavor a lot more vodka than fresh material, without degrading.

After extensive research and testing he perfected Flavor Packs, strong paper envelopes that are heat-sealed. Flavor Packs allow the natural flavors to seep into the vodka, and keep any materials safe inside the bag. The result is clean, clear infused vodka that has the unique, natural flavor of the fruit, spice, vegetable or herbs.

References

For the Vodka Flavors site: <http://www.vodkaflavors.com>

For a good description and history, got to: <http://en.wikipedia.org/wiki/Vodka>