

TRU

ORGANIC VODKAS

BY MODERN SPIRITS®



TRU — Vodka Made Whole

From field to bottle, TRU is free of chemicals that can contaminate the land and leech into ground water. We want to encourage sustainable farming practices and have gone through a rigorous approval process to carry the FDA Organic seal. Look for it.

Responsibility is what makes TRU whole. We exercise it by limiting our ecological impact, e.g.:

- Sourcing our spirits in the U.S. to reduce transportation pollution.
- Using 25% less glass in TRU vs other premium vodka bottles.
- Making our labels out of sustainable corn paper and soy inks.
- Using recyclable shrink tops and corks.
- Using self-sealing boxes made with 35% post consumer recycled materials.
- We print our marketing materials on sustainable papers using vegetable inks.

We plant a tree for every bottle sold to protect the environment and have sustainable sources in managed forests for paper products. Working through organizations like Sustainable Harvest International, we plant new trees in tropical zones (where they are cut down in the greatest numbers) to pass on a better planet to the next generation.

Real people make TRU using only the best organic ingredients — American wheat, California lemons, Bourbon vanilla beans and vapor distilled water. We don't cut corners so the finished vodkas are balanced and flavorful. The end result? Remarkable cocktails!