

CATEGORY REPORT

Head of the Class

TODAY'S DISCRIMINATING DRINKERS DEMAND **LUXURY
VODKAS**—AND THE MARKET RESPONDS

by Robert Plotkin, with contributions from
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Re:Find Vodka

Alex Villicana is not your typical distiller. In fact, he's a winemaker and the idea to launch Re:Find originated in the winery.

During red wine production, Villicana bleeds a percentage of the grapes' free run juice to intensify the wine and concentrate the flavors. This free run juice, or saignée, is generally discarded. As a



winemaker paying top dollar for high quality fruit, the idea that a significant percentage of the juice was wasted each vintage was disappointing. So they distilled it.

"We have this incredible raw material that translates into a beautiful finished product," Villicana said. To create Re:Find, they collect

the free run juice not only from their winery, Villicana, but from eight other craft wineries in Paso Robles. In total, the equivalent of 80 tons of fruit are used in overall production. A high alcohol rosé is made, and then distilled four times to create a 100% grape vodka.



Alex Villicana, founder of Re:Find.

The nose is filled with hints of blueberries and vanilla. The palate is silky with a glycerol-like, mouth-coating texture. The finish is long and spicy with no hint of sweetness which you might expect from a grape vodka. —*M. B.*

Re:Find Distillery
www.refinddistillery.com