



HOME	REAL ESTATE	ACCOMMODATIONS	DIRECTORY	CALENDAR	PHOTOS	
OUT & ABOUT	CAMERAS	THE ARTS	* FOOD & WINE *	LIFESTYLE	COMMUNITY	NORTH FORK

FOOD AND WINE	Hamptons Dish	Food News	Mixology	Recipes	On The Vine
---------------	---------------	-----------	----------	---------	-------------

SEARCH GO



Subscribe To Our Youtube Channel

GET THE WEEKLY BRIEF

In A Blind Taste Test Local LiV Vodka Holds Its Own

Originally Posted: October 20, 2009

Douglas MacKaye Harrington
dharrington@hamptons.com

Like 0 Tweet Share

2 Comments · Print Article

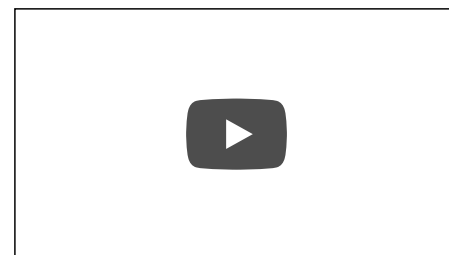


All the attendees, judges included, went home with a bottle of LiV Vodka. Photos by Douglas Harrington

East Hampton - At an exclusive vodka tasting held at Hamptons Wines & Liquors on Pantigo Road in East Hampton, Long Island Vodka (LiV), an East End craft distillery, beat out several major international names in the industry. Yes, the potato rules again!

About a dozen attendees gathered to witness three local judges put the half-dozen vodkas to the taste test including Michael Howell, former National Director of Marketing for the **Hampton Classic Horse Show**, freelance writer and WLIU 88.3 FM contributing producer. Joining Howell at the judges table were Laura Donnelly, Food Editor of East Hampton Star and host of "Something's Cookin' with Laura Donnelly" on WLIU, and Lucas Cowart, part-time bartender at **Fresno**.

The vodkas in competition were **LiV Vodka** and **Chopin**, both made from potatoes, Grey Goose and Ketel One, both made from wheat, Ciroc, derived from grapes, and **Belvedere** which is a rye distilled vodka. The test was a blind tasting, with all six bottles carefully concealed under rolled napkins with matching pourers. Attendees were also offered the opportunity of participating in the tasting as observers without votes in the competition.



- COOPER'S BEACH CAM
- CORNER CAM
- MAIN BEACH CAM
- SOUTH FERRY CAM
- SAG HARBOR CAM
- SH TRAFFIC CAM
- PENGUIN CAM
- SH VILLAGE CAM



The judges included Michael Howell, Laura Donnelly and Lucas Cowart, who all took their responsibility very seriously.

All the judges took their duties very seriously, pausing between sips, cleansing their palettes with spring water and melon slices and offering commentary throughout the tasting. Superlatives and derogatory comments ranged from "sissy or chick vodka" and "tasteless" to "smooth" and "lingering." Howell at one point commented, "I like to feel it in my mouth and savor it." Cowart noted that he "prefers smooth vodka that doesn't linger or have a bite." Donnelly described her preference as, "Good, smooth, fairly tasteless vodka that has been distilled several times by artisans, because I'm not going to mix it with fruit juices. I would have a Howeller." (She was referring to a local, favorite cocktail created by her fellow judge, Howell, and whose recipe can be found at the conclusion of this article).

Although Howell himself did pick LiV as best in show, the local potato vodka was edged out by Grey Goose with two first place votes. I say edged out because Cowart picked LiV as his second choice. The slightest change in opinion and our local favorite would have taken the tasting.



Although not voting, attendees participated in the LiV Vodka tasting at Hamptons Wines & Liquors in East Hampton.

Kudos to LiV, an artisan distillery in our own backyard that not only produces an excellent product and creates jobs in the East End, but does so while observing green business protocols such as using local Long Island potatoes to minimize the travel time between the farms and the distillery, while returning the potato by-products back to the farmers for use as fertilizer to reduce waste. Furthermore, during the crafting of LiV Vodka, the artisans practice smart water conservation.

It was a fine autumn afternoon of great vodka and great conversation that was hosted expertly by Hamptons Wines & Liquors. As always, think global but buy local.

For more information about LiV Vodka go to www.lispirits.com and about Hamptons Wines & Liquors go to www.hamptonswines.com.





The Howeller

Slice a whole Jalapeño and place on the edge of a chilled traditional martini glass. Seed and de-vein a second Jalapeño. Rough chop and place in a tall glass, muddle the pepper until the mixture ceases to

crackle. Put muddled pepper in a traditional Boston cocktail shaker and fill with ice, and pour in appropriate amount of LiV Vodka. Shake vigorously for a minimum of 30 seconds and pour into the chilled martini glass already garnished with the pepper.

Frequently mistaken for the "Most Interesting Man in the World" from the Dos Equis commercials and the iconic gray-bearded Sean Connery, DMH is the Senior Contributing Editor at Hamptons.com. www.hamptons.com [www.hamptons.com](#) [Hamptons](#) [HamptonsOnline](#) [HamptonsOnline](#)

Related Articles:

 <p>little red Restaurant More Than Satisfies With Large Menu</p>	 <p>PBMC Health Dedicates New Ambulatory Campus</p>	 <p>Hamptons Restaurant Week: Enjoy Delicious Dining For A Fraction Of The Price</p>	 <p>IGHL Faces Devastating Budget Cuts</p>
---	---	--	---

Comments

[Submit Your Comment](#)



Guest (Douglas) from The Hamptons says:
Tom, the next time you are in the Hamptons drop me an email. If I have a tasting to attend, I will use your help.
Oct 23, 2009 9:47 am



Guest (Tom) from Tuckahoe says:
How does Mr. Harrington get all the plum assignments ? Please know I am available to help him on his next tasting.
Oct 22, 2009 2:24 pm

Submit Your Comment

Please note, you are not currently logged in. Your comment will be submitted as a guest. To submit your comment as a member, please click [here](#).

Your Name:

Location:*

Comments:*

* Comments will be reviewed and posted in a timely fashion
* All fields are required

Question:* What color is a banana?

(For spam prevention, thanks)

FEATURES

- Out & About
- Lifestyle
- Real Estate
- Community
- The Arts
- Accomm.
- Food & Wine
- North Fork

DIRECTORY

- Art & Culture
- Food & Drink
- Real Estate
- Community Information
- Home & Garden
- Retail & Shopping
- Entertainment & Recreation
- Personal Services
- Travel & Lodging
- Event Supplies & Services
- Professional Services
- Wheels & Keels

MORE

- Live Cameras
- Contact Us
- Photos
- Hamptons.com Email
- Calendar
- Email Support
- Email Newsletter
- Careers & Internships