

VISION VODKA — JUST THE BEGINNING

BY LAURA TOMANA

David Moritz, the CEO of Vision Vodka, is a true mastermind. Moritz has built a design empire and successfully expanded his creative expertise from design to spirits, creating one of the smoothest vodkas on the shelf. Vision Vodka is purely American (made in Oregon) and has won several awards, including a gold medal for taste in the 2011 San Francisco World Spirits Competition.

As the president of the Mode Design Group and Society Awards, Moritz designs award-show trophies, including the Moon Man for the MTV Video Music Awards and the famous popcorn bucket for the MTV Movie Awards (you may have seen them handed out to A-listers in late August). Moritz brought his eye for design to the Vision Vodka bottle, creating an engaging “inside out” look — grabbing the attention of many people, who after trying the vodka became dedicated followers.

This summer, Moritz and his team have been expanding their brand even further. “We have some really amazing projects in the works that we are ecstatic to share with our customers,” he said. Moritz and his team have created a sparkling wine and are in the process of perfecting a French champagne that will launch this fall. Moritz excitedly reported, “I traveled to France to work on the champagne and can promise that it will be remarkable. The quality will be extremely high.” As if he didn’t cover enough bases, he and his team are also working on a line of fun upscale beers that will be made in New York and are sure to please all.

Keep an eye out for Vision Vodka and Moritz’s future libations at such New York City hot spots as Hudson Terrace, the Waldorf-Astoria, and SL, to name a few. Visit visionvodka.com.

