



Say Hello to a New Summer Beverage

This Austin-Based, 100% Organic Vodka is Ready to Sip

By Cindy Brzostowski

As the Texas heat rolls in, you may find yourself thirsting for a refreshing cocktail. Before you break out your go-to spirit in your liquor cabinet, there's a local brand worth giving a shot. Based in Austin, the award-winning brand is all about bringing healthy ingredients into your alcoholic beverage—and it makes for perfect summer sipping whether you're enjoying it on the rocks or in a mixed drink.

Launched in 2018, Frankly Organic Vodka was cofounded by Philip and Kristen Risk. When the couple set out to create the brand, they both brought years of experience working in consumer packaged goods to the cocktail table as well as a passion for healthy living. The latter is readily apparent in the ingredients they've incorporated into their product.

Frankly comes in five flavors: original, strawberry, grapefruit, pomegranate and apple. The handcrafted, small-batch varietals are made with organic fruits, roots and botanicals, resulting in deeply layered flavor profiles. For example, the apple vodka has hints of ginger root, lemon juice, cayenne,

wild cherry bark and maple syrup. Taste the grapefruit vodka, and you'll find it's balanced with apples, Ceylon cinnamon, lemon juice, maple syrup and maca root.

"The fruits and roots are sourced from small farmers who practice sustainable agriculture and value biodiversity," says Kristen. "They respect our environment by abstaining from the use of synthetic pesticides, fertilizers and herbicides. Organic farming is more labor-intensive, yet we believe it yields a harvest with tastier produce."

In addition to Frankly being organic, gluten-free and kosher-certified, you won't find any refined sugars, artificial flavors or artificial colors in the vodkas. All of this is a plus for those of us who seek products with natural ingredients and clean labels—but may not have thought about it when it comes to vodka.

Early on, the Risks discovered how rare transparency is in the spirits industry. "Consumers rarely give much thought to what is actually in the spirits they drink, and >>

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at the time, we hadn't either," Philip admits. "During our research, it was unsettling that we didn't know exactly what was in the beverages we were ingesting, and we wanted to change that. So, we display our ingredients and nutritional content clearly on our packaging because, frankly, we have nothing to hide."

Kristen adds her own frank comments: "Frankly is the first spirits brand to include ingredients along with nutritional content on the label. Transparency is at the core of our brand, and we want to showcase the fact that Frankly uses 'better for you' ingredients in a way that's easy for consumers to understand."

Frankly Organic Vodka was initially available only in Texas and Arizona, but this year, they're expanding to 45 states and will soon be found in Whole Foods markets nationwide. With each bottle of Frankly that you purchase, you can feel even better knowing that the company donates one percent

of revenue to local animal welfare organizations in states where the product is distributed.

You may still be pondering the all-important question of how it tastes. If you're used to drinking your vodka with orange juice or soda, you might be surprised at how delicious Frankly is straight or over ice. The incredibly smooth, slightly sweet taste is the result of a precise production process that distills the liquid five times before it's slow-filtered.

A bit of simple mixology using Frankly varieties, however, adds an element of fun. Below are two recipes from Frankly to inspire your summer imbibing. **For more recipes and information on where to buy Frankly, visit franklyvodka.com.**

Salty Cinnamon Dog

- 2 oz Frankly Organic Grapefruit Vodka
- ½ tsp kosher salt
- Zest from 1 lime
- ½ fresh-squeezed lime juice
- Pinch of cinnamon
- 4 oz sparkling grapefruit juice

Blend salt and zest. Smear lime on rim of glass and dip in salt. Add to glass: ice, Frankly Organic Vodka, cinnamon, lime and grapefruit juices. Stir and garnish with a grapefruit slice.

Strawberry Basil Lemonade

- 2 oz Frankly Organic Strawberry Vodka
- 1 oz fresh-squeezed lemon juice
- 1 oz basil simple syrup
- 2 oz sparkling water

Mix Frankly Organic Vodka, lemon juice, basil simple syrup and sparkling water. Garnish with basil leaves and strawberry or lemon slices.

