

Audrey: How are you feeling these days?

Jeremy: I am feeling happy to be here. Happy to be alive. Happy to be inspired. Happy to partner. Happy to share. Everything feels very wonderfully grounded and real.

Audrey: Well, you look great. You'd never know anything happened.

[laughter]

Jeremy: I feel pretty great, too.

Audrey: So why did you decide to become a Sweet Grass Vodka co-owner?

Jeremy: It was in the works for a while. I've always been interested in the spirits world and the spirits business because I love business and I love spirits. I also love the people I'm working with. That's very important to me. It's the same thing if I was choosing a movie. It's who am I working with.

With Sweet Grass, I share a lot of the same values. It's a very grassroots sort of business. What I was thinking about with this specific business and what Jarrod [Swanger, co-owner] was thinking about were very congruent, without us even talking about it. With that synergy, it has been pretty electric. It's made it very exciting to move forward. The accident kind of got in the way of that, so we waited until there's some health. Now we can get back to reality and move forward with it.

Audrey: How did you come to meet Jarrod?

Jeremy: It was through my agency. They just put it together and we spent some time together to figure out how to move forward.

Audrey: What sets Sweet Grass Vodka apart from all the other vodkas that are out there?

Jeremy: There's a lot of good ones out there, but what I love about Sweet Grass is that it's a premium vodka, a potato vodka. There's no sugar and additives. It has won three master-tasting awards. It's great. It's got a really wonderful taste and is very well-curated. It's family-owned, and I love that. And personally, I love the taste for a sipping vodka. The price point is something that's for everyone. It's high quality for a very good consumer price. That's the main thing for me. Why drink something that's going to make you sick or give you a headache, or has sugars and that kind of stuff when you can get something of premium quality for a very good consumer price?

Audrey: Why a vodka? Why not a whiskey or a tequila?

Jeremy: Vodka is what I drink. That's just a personal preference of mine. Clear with no sugar, no bubbles and no hangovers.

Audrey: That's only with the good stuff.

Jeremy: Yes. When you drink the good stuff, you're not going to have any regrets. If you're going to do it, do it right.

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