

Alumni

# The Industrious Spirit Company Bottles the Sea

ISCO, cofounded by two Columbia Business School grads, creates craft liquor distilled with oysters and more.

By

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Rachel Hulin

**In a crowded craft-beverage market,** the Industrious Spirit Company (ISCO) — a Providence distillery opened in 2020 by Manya K. Rubinstein '07BUS, Doug Randall '08BUS, Dan Neff, and John Curtin — is known for a unique offering: liquor distilled

with oysters. The company's popular [Ostreida vodka](#) doesn't just pair well with seafood; it actually tastes a little like the Atlantic.

"The whole oyster goes in — shell, meat, and all," explains Rubinstein, the CEO, about the final stage of distillation. "Next, we add pure water to dilute the alcohol to a drinkable strength, and you end up with a creamy, delicious spirit with notes of minerality and brine."

This year, ISCO began partnering with the [Billion Oyster Project](#) to donate a portion of Ostreida's proceeds to the restoration of New York Harbor's oyster reefs, which are a natural defense against storm damage. The distillery also just launched an oyster gin called [Seaflo](#) (flavored with citrus, seaweed, and flowers), one of several new and upcoming spirits that channel what Rubinstein calls an "obsession with everything maritime."

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