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New vodkas are down to earth.

Vodka makers have rolled out sleek bottles and trendy flavors for years; now they're distilling spirits from farm-friendly sources.



**Organic corn**  
**Prairie Organic's** bottle is clean and kind of sweet, just like the stuff inside. Made in part by a Minnesota farm co-op, it's distilled entirely from state corn. \$25 for 750 ml; prairievodka.com



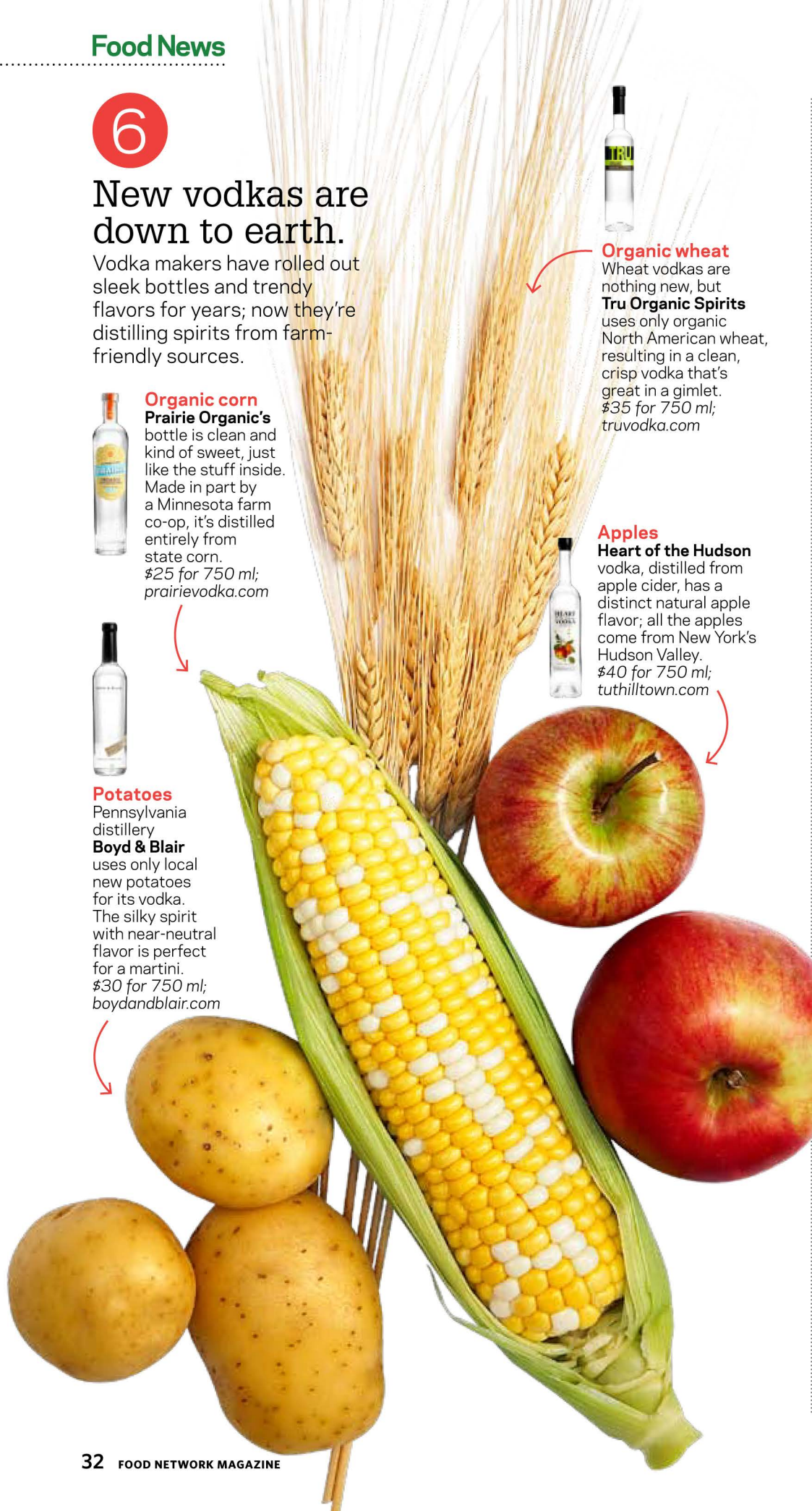
**Potatoes**  
Pennsylvania distillery **Boyd & Blair** uses only local new potatoes for its vodka. The silky spirit with near-neutral flavor is perfect for a martini. \$30 for 750 ml; boydandblair.com



**Organic wheat**  
Wheat vodkas are nothing new, but **Tru Organic Spirits** uses only organic North American wheat, resulting in a clean, crisp vodka that's great in a gimlet. \$35 for 750 ml; truvodka.com



**Apples**  
**Heart of the Hudson** vodka, distilled from apple cider, has a distinct natural apple flavor; all the apples come from New York's Hudson Valley. \$40 for 750 ml; tuthilltown.com



7 Shopping carts are getting a makeover.

A big grocery chain is rethinking cart design, with a nod to shopping-cart history.

1937

Oklahoma City supermarket owner Sylvan Goldman introduces the world's first shopping cart, the Folding Basket Carrier. It's nothing more than a collapsible rolling cradle that holds two removable shopping baskets.



1947

Goldman rolls out a cart that features a single compartment and a swinging back, which allows for the now-familiar trick of storing carts in a nested row. Goldman eventually relinquishes the rights to the innovation: He swiped the idea from fellow inventor Orla E. Watson.



1950s

Suburban sprawl brings minor but important cart innovations like customized handlebars (so supermarkets can put their logos on carts) and child seats.



2009

Wegmans supermarkets roll out new, more spacious carts that, like Goldman's original, have two separate storage sections, plus a cup holder, a two-kid seat, and handlebars treated with germ-resistant coating.



PHOTOS: MARKO METZINGER/STUDIO D; FOOD STYLING: KAREN EVANS; ILLUSTRATIONS: BRUNOILLO