



## FOR IMMEDIATE RELEASE

For more information contact:  
Lee Anne Garner (504) 442-8373  
[leeanne@laspirits.net](mailto:leeanne@laspirits.net)

### **Bayou<sup>®</sup> Rum Announces Winners: Inaugural Toast to the Spirit of Louisiana** *Join contest winners and be among the first to taste Louisiana's new sugar cane rum during VIP celebration at L'Auberge Lake Charles*

**LACASSINE, La., May 21, 2013.** What defines the spirit of Louisiana? Louisiana Spirits answers that question with the results from its Bayou<sup>®</sup> Rum Inaugural Toast Facebook contest. Judged and selected by their friends and fellow Louisianians, the ten top toast-makers have been selected and will be among the first to taste Bayou Rum on Thursday, May 23, 2013 as VIP Launch party guests at L'Auberge<sup>®</sup> Casino Resort Lake Charles. The prize package includes a free night stay, Winner Dinner, VIP concert seats at the first 2013 Liquid Society show, commemorative items and more. Starting with a celebratory toast, the Inaugural Toast event will be a night to remember. The tradition of Louisiana sugar cane rum is re-born with Bayou Rum. This authentic Louisiana spirit will be available statewide starting in late June.

“Bayou Rum, handcrafted from the finest Louisiana sugar cane is now ready to be shared! We’re thrilled with these top toasts and appreciate all that submitted their celebratory homage to the Spirit of Louisiana. We can’t wait to meet them at L'Auberge Lake Charles and to start the celebration. We aim to live up to the expectations to represent Louisiana and its extraordinary culture in the best way possible,” said Trey Litel, President of Louisiana Spirits. A complete listing of all winning toasts is available at [www.bayourum.com/toasts](http://www.bayourum.com/toasts).

Participants entered by writing a few short words toasting to the magnificence of Louisiana and what its spirit means to them and then submitted it on the Bayou Rum Facebook page: [www.facebook.com/bayourum](http://www.facebook.com/bayourum). Entries were voted on by Facebook friends.

“As a company deeply invested in Louisiana, this launch party partnership is a perfect fit; combining the unveiling of an exciting new spirit with the kick-off of our iconic poolside concert series,” said L'Auberge Senior VP and General Manager Keith W. Henson. He adds, “Where good times, great food and memorable fun come together you’ll find L'Auberge and Bayou Rum celebrating the spirit of Louisiana; it promises to be a night to remember!”

Bayou Rum will be available in all L'Auberge Lake Charles property bars beginning on May 23, 2013 for tasting and featured in signature hand-crafted cocktails developed by the award winning L'Auberge Lake Charles bartender & mixologist, Ms. Kelly Bistok. Come out and try Kelly’s new “Lovebug”, or “Bayou Breeze”, or “Gator Bite” drink specials on Thursday night!

Tickets for Bayou Rum’s Inaugural Toast launch party are available at the door or via Ticketmaster. The event will also feature a famous musical group performing at the first Liquid Society Party by the Pool event of the season. See <https://www.lakecharles.com/entertainment/the-black-crowes/> for concert details. Everyone at the event will get a taste from the first delivery of Silver BAYOU Rum and Spiced BAYOU Rum, fresh from the first bottling at the company’s new distillery just down 1-10 in Lacassine.





**About Bayou® Rum:** There's a spirit that runs through the bayous of the land and veins of the residents of Louisiana that's like no place on earth. From the culture to the cuisine, to the way people celebrate; it's about living life to its fullest and having some fun along the way. Silver Bayou Rum and Spiced Bayou Rum are available for pre-order from Republic National Distributing Company, the exclusive distribution partner for Louisiana. For more information, visit [www.bayourum.com](http://www.bayourum.com).

#### **About L'Auberge Lake Charles**

[L'Auberge Casino Resort](http://www.lauberge.com) is located on 242 acres of land in Lake Charles, La., two hours from the Houston metropolitan area. This premier facility is ideal for the business traveler or guest looking for the ultimate in hospitality and dining experiences, plus non-stop gaming action. The property includes a 26-story hotel complex with approximately 1,000 spacious rooms and suites; an 18-hole golf course designed by Tom Fazio; 26,000 gross square feet of meeting space, including a full-service business center and landscaped terrace space plus outdoor poolside lawn; two resort swimming pools, lazy river and private cabana courtyard; full-service barber shop, salon, spa and cardio fitness center; retail stores; ten innovative dining outlets; beachside bar, grill and marina; and top-name entertainment. The expansive 70,000 square foot casino features Vegas-like gaming action with 70 table games and approximately 1,600 slot machines, including a luxurious 7-table Poker Room, VIP Lounge and elegant High Limit Salon.

To learn more about *L'Auberge*, call reservations at (866) 580-7444; visit [www.mylauberge.com](http://www.mylauberge.com) ; or find us on Facebook at [www.facebook.com/laubergedulac](https://www.facebook.com/laubergedulac); or follow us on Twitter: @LAubergeLC .

A complete property fact sheet can be found at [www.mylauberge.com](http://www.mylauberge.com) ; information on Pinnacle Entertainment's guest loyalty program is online at [www.pinnaclemychoice.com](http://www.pinnaclemychoice.com) .

**To subscribe to latest news and photos from our exciting Bayou Rum Inaugural Toast:** Click on [www.bayourum.com/connect](http://www.bayourum.com/connect) or visit [www.facebook.com/bayourum](https://www.facebook.com/bayourum).

