



FOR IMMEDIATE RELEASE

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

Louisiana Spirits Announces BAYOU™ Rum Brand

LACASSINE, La., January 15, 2013— Louisiana Spirits LLC is proud to announce Bayou™ Rum as the brand name for their soon to be released rum made from Louisiana sugar cane. Louisiana Spirits is also proud to announce that Republic National Distributing Company is the exclusive distribution partner for Louisiana.

“Louisiana was known as ‘The Bayou State’ while growing up on Contraband Bayou. Good memories inspired us to celebrate our state by naming our product Bayou Rum. When we tested the name in Louisiana and around the USA it got great reviews. Consumers chose Bayou Rum because it is easy to say, easy to remember, and easy to imagine what we’re about: living life to its fullest and having some fun along the way. We’re really excited about Bayou Rum and we look forward to the ‘inaugural toast’ with the citizens of Louisiana!” said Trey Litel, President of Louisiana Spirits.

Soon you can taste the Spirit of Louisiana with Bayou Rum™. The Louisiana Spirits craft distillery is perfecting the first two Bayou Rum expressions. **Silver Bayou Rum** is handcrafted in a traditional pot still using 100% natural Louisiana cane sugar & molasses. Taste the smooth and subtle character of Silver Bayou Rum over ice or in your favorite rum cocktail. **Spiced Bayou Rum** is also handcrafted in a traditional pot still for full flavor and then blended with delicious natural Louisiana ingredients – it’s sure to spice up your favorite cocktail! Both varieties are expected to be available at the distillery and throughout the state by early June.

“We’re creating great tasting rums and we’re proud to be part of the internationally renowned Cajun culinary culture. For us, it all starts with local ingredients. We’ve found the fresh raw materials to be a big differentiator in terms of taste. Louisiana molasses and the raw unrefined Louisiana sugar crystals we use, along with our historic “sugar house” recipe, have helped us to create more flavorful rums for sipping that’ll mix exceptionally well for cocktails too. We can’t wait for rum drinkers to experience Bayou Rum,” said Jeff Murphy, Head Distiller of Louisiana Spirits LLC.

Very little rum is produced domestically. With Bayou Rum, Louisiana Spirits is recapturing the state's historic role as a sugar cane rum producer. Louisiana is the second largest producer of sugar cane in the United States. Louisiana Spirits is positioned to add value to the state’s harvest by utilizing sugar cane as its primary ingredient, and investing in an appealing cultural visitor destination. The company is initially creating 15 to 20 direct full-time jobs and additional economic opportunities for Louisiana farmers, contractors, partners, and suppliers.

USA Craft distilling and the Rum category are growing. “We see a huge potential for Bayou Rum’s success because consumers want authentic local brands. We’re excited to tell our quality story in Louisiana and beyond!” Litel added.





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. It's from this place, where sugar cane first came to the USA, that Bayou Rum is born. For more information and to connect, visit www.bayourum.com. Also, visit the website to find out how to be among the first in the state of Louisiana to taste Bayou Rum at the Inaugural Toast event!

About Louisiana Spirits LLC

Louisiana Spirits is nearing completion on the new state-of-the-art distillery in Lacassine, Louisiana to produce Bayou Rum from local Louisiana sugar cane. The new distillery, warehouse, and visitor center is located along the South Frontage Road of Interstate 10 at Exit 48. Visitors can explore the state's historic role as a sugar cane producer and rum distiller with memorabilia and curated exhibits. Beyond the tasting bar and gift shop, the center is set on 22 acre grounds featuring a renovated historical 1903 farmhouse, ponds surrounded by Louisiana cypress trees, and a sugarcane field. For construction photos and more information, visit www.laspirits.net.

For press information contact:

Lee Anne Garner, (504) 442-8373, leeanne@laspirits.net

For business inquiries:

Trey Litel, (832) 766-0476, trey@laspirits.net

To subscribe to latest news like the soon-to-be-released details of our exciting Bayou Rum Inaugural Toast: Click on [Bayou Rum Updates](#).

For online press kit with high resolution images visit <http://www.bayourum.com/presskit>.

