



## FOR IMMEDIATE RELEASE

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### **Bayou<sup>®</sup> Rum Inaugural Toast Raises the Spirit of Louisiana** *VIP celebration at L'Auberge Lake Charles features Troy Landry's Toast*

**LACASSINE, La., June 7, 2013.** Keith Henson, VP and General Manager of L'Auberge<sup>®</sup> Casino Resort Lake Charles kicked off their first 2013 Liquid Society Party by the Pool series with a celebratory toast featuring Bayou Rum to the crowd of almost 5,000 guests. Trey Litel of Louisiana Spirits congratulated the winners of the Inaugural Toast Contest and then introduced Mr. Troy Landry of the A&E television hit Swamp People. Troy fired up the crowd with a toast of his own and then The Black Crowes followed with a rousing concert putting on a most excellent show!

“Welcome everyone and thank you for being here tonight! It’s going to be a great night. Not only a night of great music but also a night with great spirit...or rather the unveiling of a new, great spirit—Louisiana Spirit’s Bayou Rum!” said L'Auberge Senior VP and General Manager Keith W. Henson. Keith then introduced Louisiana Spirits’ owners Trey Litel, Tim Litel, and Skip Cortese. They read the winning toast and then introduced Troy Landry.

For his toast to Louisiana and Bayou Rum, Troy greeted the crowd with, “I have my own little toast to everybody here tonight...

Cheers to the state we love the most  
To every cypress tree and gator along the coast  
Cheers to the Atchafalaya  
A belly full of jambalaya  
And cheers to our sweet southern spirit  
All ya’ll with me?  
Raise up your glasses of Bayou Rum now and...let’s CHOOT EM!”

Keith Henson added, “This celebratory toast combines two enjoyable things...Bayou Rum and Liquid Society--Where good times, great food and memorable fun come together celebrating the spirit of Louisiana...”

Many party goers tried Bayou Rum for the first time and enjoyed the signature drink specials “Lovebug”, “Bayou Breeze”, and “Gator Bite” drink specials on a beautiful Thursday night! Bayou Rum is now available in all L'Auberge Lake Charles property bars featured in signature hand-crafted cocktails developed by the award winning L'Auberge Lake Charles bartender & mixologist, Ms. Kelly Bistok.

Photos from the event can be seen at [www.facebook.com/bayourum](http://www.facebook.com/bayourum).





**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. Bayou Rum will begin to ship to retailers beginning July 1, 2013. 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](http://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) .

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