



FOR IMMEDIATE RELEASE

For more information contact:
Trey Litel (832) 766-0476
trey@laspirits.net

Bayou® Rum Announces Sponsorship with Dennis Tietje for the 2015 Bassmaster's Elite Tournament Series

Bayou Rum rolling in LA, TX, MS, AL, FL, and GA!

LACASSINE, La., March 9, 2015. Bayou Rum is pleased to announce our expansion across the southeast USA and we are excited to team up with Dennis Tietje of Bassmaster's Elite Series fishing tournaments. Dennis will be driving his Bayou Rum wrapped truck to all the events and generating interest all along the Interstate 10 corridor stretching from Houston, TX to Pensacola, FL and beyond. To launch a new spirit brand among the giant conglomerates is not easy, but Bayou Rum is steadily growing points of distribution daily thanks to a dedicated sales team and our helpful distributors. Now Bayou Rum can count on a Louisiana favorite son, Mr. Dennis Tietje to help spread the word.

"Fishing and hunting are special pastimes to all of us at the Bayou Rum Distillery. We are excited to have Dennis Tietje out there impressing fisherman and fishing fans with his awesome smile and his Bayou Rum truck! We believe that Dennis represents the Louisiana spirit we love - it's about living life to its fullest and having some fun along the way. Dennis will help us increase our Bayou Rum awareness and trial among fun loving outdoorsmen," said Trey Litel, president of Louisiana Spirits LLC. "We wish Dennis all the luck and hopes he catches some winners this year!"

"It's is exciting for me to be able to partner with a Louisiana company that showcases the love of life here in South Louisiana. Not only do we have the best food, now we can help introduce the rest of the country to the best rum," said Dennis Tietje.

About Bayou® Rum

Bayou Rum is America's Rum® handcrafted from fresh Louisiana sugarcane for an award-winning flavor; distilled and bottled consistently with quality assurance at the largest private rum distillery in the USA. Bayou Rum comes in 2 popular types – Silver and Spiced - in 3 glass bottle sizes - LITER, 750ml, 200ml - and in convenient to carry 200ml pouches. The new Bayou Satsuma Rum Liqueur 750ml is now available in all markets. For more information, visit www.bayourum.com.

Where to Buy Bayou Rum

To find an updated listing of Bayou Rum retailers with directions and maps, please visit <http://bayourum.com/store-locator/>

To subscribe to latest news on Bayou Rum: Click on www.bayourum.com/connect or visit www.facebook.com/bayourum.

