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Bayou® Rum Launches Inaugural Toast Facebook Contest

Be among the first to taste Louisiana's new sugar cane rum & enjoy VIP celebration

LACASSINE, La., April 22, 2013— With its Bayou® Rum heading to store shelves for June, Louisiana Spirits LLC has launched an Inaugural Toast Facebook contest. To enter, write a few short words (250 character max) toasting to the magnificence that is Louisiana and what its spirit means to you. Submit your toast to the “Spirit of Louisiana,” by visiting www.facebook.com/bayourum and clicking on the contest button before **May 9, 2013**. Additional details are also available at <http://bayourum.com/2013/04/bayou-rum-launches-inaugural-toast-contest/>. Entries will be voted on by Facebook friends and 10 lucky winners will be among the first to taste Bayou Rum on May 23rd as VIP Launch party guests at L’Auberge® Casino Resort Lake Charles. The prize package includes a free night stay, VIP concert seats, commemorative items and more. Even if you don’t “raise your glass” and submit a toast, you can still vote for your favorites.

“Our brand new spirit, Bayou Rum, handcrafted from the finest Louisiana sugar cane, is ready to be shared with the world. We’ve created this Facebook contest to celebrate both our state’s rich spirit and our cultural mantra to live life to its fullest and have fun along the way. We can’t wait to meet the folks that create the top toasts to the spirit of our great state, and we’re thrilled they’ll be among the first to taste Bayou Rum, the Spirit of Louisiana™!” Trey Litel said.

Bayou Rum’s Inaugural Toast launch party will also feature a famous musical group performing at the first Liquid Society Party by the Pool event of the season. Everyone at the event will get a taste from the first delivery of Silver BAYOU Rum, fresh from the company’s new distillery just down 1-10 in Lacassine. A total of Ten Grand Prizes will be rewarded. Winners will receive a VIP stay at to help celebrate the inaugural toast for Bayou Rum on May 23, 2013. **Winners will be the top ten toasts that get the most votes on the Bayou Rum Facebook Contest page and everyone can follow along and share their favorite toasts.** The prize package and official rules are available here: <http://bayourum.com/bayou-rum-inaugural-toast-contest-official-rules/>. For tickets and concert information, visit Ticketmaster.

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. Republic National Distributing Company is the exclusive distribution partner for Louisiana. For more information, visit www.bayourum.com. View our Press Kit here: www.bayourum.com/presskit

About L’Auberge® Casino Resort Lake Charles: For more information, visit www.llakecharles.com.

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