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Bayou® Rum Announces Sponsorship with New Orleans Saints
Bayou® Rum to be featured in branded bars in the Mercedes-Benz Superdome

NEW ORLEANS, La. – Louisiana Spirits LLC, as part of its New Orleans Saints sponsorship, will feature locally-made Bayou Rum in the Mercedes-Benz Superdome during the 2013 season. Adult fans will be able to taste the Spirit of Louisiana™ at 10 different locations throughout the Mercedes-Benz Superdome.

Bayou Rum is handmade in Lacassine, La. at Louisiana Spirits Distillery, the largest privately-owned rum distillery in the U.S., utilizing traditional methods with state-of-the-art technology. Louisiana Spirits Distillery currently produces Silver Bayou Rum and Spiced Bayou Rum.

“Bayou Rum is now pouring at the Mercedes-Benz Superdome. As a brand new company, we are excited and honored to be part of the New Orleans Saints family and the opportunity to reach locals and tourists alike. We look forward to fans enjoying the Spirit of Louisiana through our innovative sponsorship,” said Trey Litel, President of Louisiana Spirits.

The sponsorship will bring Bayou Rum and signature Bayou Rum cocktails to the Mercedes-Benz Superdome for all adult fans to enjoy during Saints games and all Mercedes-Benz Superdome events. As part of this sponsorship, Bayou Rum will be bringing Cocktails on Tap featuring exclusive Louisiana-themed cocktails to adult fans. In addition to having two branded bars at the Mercedes-Benz Superdome, mobile Bayou Rum Cocktails on Tap carts will feature signature Bayou Rum cocktails poured through a tap-handle system - similar to that used for draft beer.

“Bayou Rum has emerged as a great local example of what we love about Louisiana culture. We look forward to adding Bayou Rum to our unique game day experience,” said Jean-Paul Dardenne, Vice President of Corporate Partnerships. “The Saints are proud to offer fans a taste of Louisiana at our home games and showcase great local products.”

To download the press release and images of the Bayou Rum bars: Click on bayourum.com/presskit.

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