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Louisiana Spirits Announces Bayou[®] Satsuma Rum Liqueur

Bayou Rum continues to showcase its Louisiana *terroir* with a refreshing citrus taste!

LACASSINE, La., July 14, 2014. From the land where sugarcane and Satsuma oranges first arrived in the USA, comes Bayou Satsuma Rum Liqueur, a craft-made, All-American rum flavored with Satsuma juice.

“Biting into a freshly peeled Louisiana Satsuma is hard to beat! During the last Satsuma harvest in Louisiana, we started mixing this brilliant citrus juice with our Bayou Rum and the taste was so smooth and refreshing we decided to bottle it! Two Louisiana agricultural gems - sugarcane and Satsuma - unite in our original handcrafted liqueur. It’s complex, sweet citrus flavor and vibrant color combine with the smooth subtle flavor of our rum to create a taste like no other,” said Trey Litel, President of Louisiana Spirits.

Louisiana Spirits believes that *terroir* is important in rum making and in creating unique taste experiences. By definition, *terroir*, translated as "a sense of place," is the set of special characteristics that the Louisiana geography, geology and climate has on our sugarcane and Satsuma citrus. The *terroir* contributes to the unique taste of Bayou Rum and now it also contributes to the special citrus flavor blossoming in Bayou Satsuma Rum Liqueur. Bayou Rum was founded on the notion that handcrafted rum from cane grown in Louisiana would be valued by rum connoisseurs and consumers alike. If the “organic” growth in the business from Louisiana to 4 neighboring states and 42 tasting awards in 2014 is any indication, they are on to something. Bayou Rum is crafted in Louisiana from sugarcane grown in Louisiana fields and then harvested and processed by MA Patout & Son’s Enterprise Factory in Louisiana – all by Louisiana hands.

Bayou Satsuma Rum Liqueur is a delicious blend of Bayou Silver Rum, our yet-to-be-released aged rum, Satsuma juice, and a pinch of raw Louisiana sugar for a taste like no other. It is packaged in a frosted version of the iconic Bayou Rum 750ml bottle and will most likely be found in the rum section next to Bayou Silver Rum and Bayou Spiced Rum. Initial shipments will go to Republic National Distributing Company for the state of Louisiana and will begin to make its way to stores, bars, and restaurants around August 1, 2014.

About Louisiana Satsuma

An agricultural gem brought to Louisiana by Jesuits in the 18th century, Satsuma are the Mandarin oranges of the south and Satsuma groves still thrive in Louisiana. Jesuits brought the fruit from the Satsuma region of Japan to New Spain and groves started by them in Plaquemines Parish, Louisiana have continued to the present day. *Citrus unshiu* is a seedless and easy-peeling citrus species with a sweet taste which yields a juice with vibrant orange color. Satsuma trees are common all over Louisiana since Satsumas are known for their cold-hardiness. Colder weather actually sweetens the fruit.

About Bayou[®] Rum

Bayou Rum is America’s Rum TM 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 is currently available in LA, TX, MS, AL, and FL and is represented by Republic National Distributing Company. Bayou Rum comes in 3 types - Silver, Spiced and now Satsuma - in 3 glass bottle sizes - LITER, 750ml, 200ml - and in convenient to carry 200ml pouches. RNDC will deliver Bayou Satsuma Rum Liqueur 750ml to retailers in LA beginning August 1, 2014. For more information, visit www.bayourum.com.

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