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Bayou[®] Rum is America's Most Decorated Rum

Bayou Rum honored with 50 tasting competition awards in 2014!

LACASSINE, La., November 4, 2014. Bayou Rum began shipping July 1, 2013 and we entered Bayou Silver Rum and Bayou Spiced Rum in some tasting competitions. As of October 27, 2014, Bayou Rum has been honored 50 times in tasting competitions and 26 times by marketing organizations. This award total is the most for any rum brand in the USA and may be most in the entire world for the 2014 award's season.

“Back in 2011, the team we assembled at Louisiana Spirits set out to make world class rum in Lacassine, LA from Louisiana sugarcane. We are absolutely thrilled to see our Bayou Rum collect so many accolades from the biggest tasting competitions this year. It is gratifying to know the experts appreciate the great taste of Bayou Rum as much as our consumers. These awards validate the hard work and collaboration of Jeff Murphy, our head distiller and Reiniel Vicente our master blender and the rest of the team at Louisiana Spirits. Winning Best in Class distinctions from our craft distilling peers at American Craft Distillers Association and American Distilling Institute was a very proud moment. Competing against all the world's rums and coming away with Best in Class Gold Medal at the Miami International Rum Festival and 6 medals at the Los Angeles International Spirits Competition was sweet indeed!” said Trey Litel, President of Louisiana Spirits.

The Bayou Rum brand and the Louisiana Spirits Distillery have also been recognized for excellence in marketing with 24 local and regional ADDY Awards, a National Silver ADDY and a National POPAI award for point of sale items for its Bayou Rum Bug Zapper Display bottle glorifier merchandiser. The Bayou Rum Distillery visitor experience was recognized for excellence in tourism by Lake Charles Convention and Visitors Bureau earlier this year.

“We are humbled by the judges and organizations that have recognized our craftsmanship and honored Bayou Rum as world class rum. We also want to publically thank all who collaborated with us during our building and development phases, all our Bayou Rum fans, and most importantly to our distributors and retailers for getting the word out every day. We are looking forward to a great holiday season! Consumers will be proud to serve Bayou Rum at their holiday party, proud to give Bayou Rum as a gift, and proud about supporting American sugarcane farmers when they buy Bayou Rum.” Litel added.

About Tasting Competitions

For a full listing of Bayou Rum accolades, web links, and some nice tasting notes, please visit www.bayourum.com/awards.

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 is currently available in LA, TX, MS, AL, and FL and is represented by Republic National Distributing Company. Bayou Rum comes in 2 types, Silver and Spiced, 3 glass bottle sizes - LITER, 750ml, 200ml - and in convenient to carry 200ml pouches. New Bayou Satsuma Rum Liqueur is available in 750ml bottles. For more information, visit www.bayourum.com.

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